MILWAUKEE

ILLUSTRATED.

9111

EXCHANGED.

ITS

TRADE, COMMERCE,

MANUFACTURING INTERESTS,

AND

ADVANTAGES AS A RESIDENCE CITY.

Mr. .....

.....

We take pleasure in sending you a copy of MILWAUKEE ILLUSTRATED, in order that you may have placed before you more particularly the advantages of our beautiful city.

Respectfully,

.....

☞ See Folio 95.

F589
.M6H2.

Wisconsin Leather Company.

This is not a corporation, but a copartnership, consisting principally of the members of the Allen family. The founder of the house, Rufus Allen, established in the tanning business in Central New York in 1809, and the business has not been interrupted by a single day up to the present time. Hence it is probably the oldest continuous tanning firm in the United States. Bark becoming exhausted in Central New York, the business was removed to Wisconsin in 1846, to take advantage of the bountiful hemlock forests existing in this State.

This firm ranks among the largest tanners in the World, unequaled but by one firm in all Europe. They manufacture sole, upper and harness leather, and have the capacity to turn out over 200,000 sides of leather per annum.

They manufacture for and ship to European markets, as well as to the larger markets of this country. Their business is more connected with the Eastern States and Europe, than with the Western States.

Their leather stands high in the markets of the world, from the skill in the manufacture. The firm obtained three of the highest premiums at the Vienna Exposition, over other American and all European competitors. Milwaukee contains some twenty-five tanneries, and is probably the largest leather producing centre in this country. Many of these tanneries are of large capacity, but the largest are those of the Wisconsin Leather Company.

MILWAUKEE PAST AND PRESENT.

HISTORY—RESIDENCE PORTION OF CITY—ENVIRONS.

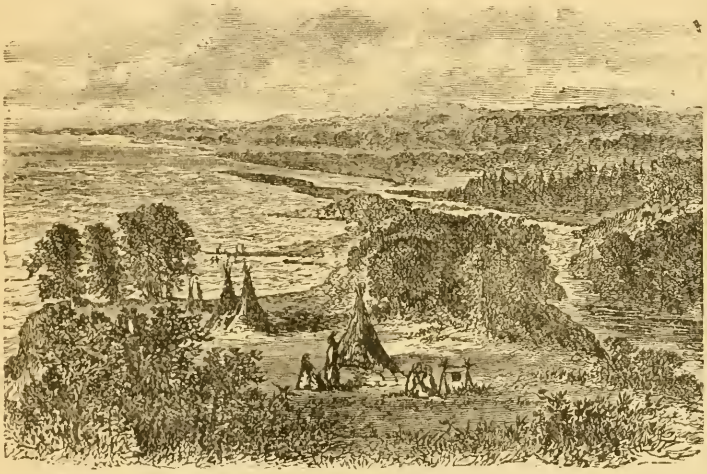
IT was about the year 1674 that the first white man pushed aside the bushes and picked his way through the tangled undergrowth that covered the ground upon which now stands the beautiful City of Milwaukee. This adventurous traveler was Father Marquette, the famous missionary, and even his keen foresight would not have warranted a prediction, at that time, that the ground would, ere long, be covered with palatial residences and costly business blocks. Wandering tribes of Indians, coming annually to worship the Manitou, pitched their rude lodges on the banks of the great lake and sought the finny game in its clear waters. Later on, a solitary missionary, journeying from St. Francis Xavier (now Green Bay) to Chicago, would remain a day or two with the tribes that chanced to be located here at the time; still later, French traders smoked the pipe of peace with the natives and bartered goods with them. In 1805 Jacques Vieau, a half-breed trader whose home was at Green Bay, visited the Indians at this point, remaining during the winter and returning to his home in the following summer. Every year thereafter he appeared, pursuing the same method of life, and on September 14th, 1818, brought with him a young man named Solomon Juneau, who became his son-in-law. Juneau determined to locate here, and accordingly ground was selected about two miles west from the mouth of the stream that flowed into the lake. Here a block-house, warehouse, etc., were erected, and Juneau settled down to a peaceful life, having established friendly relations with the Indians. In 1822 he erected a block-house on the spot now designated as the corner of East Water and Wisconsin streets. For 18 years he remained the only permanent white resident of the place, being visited occasionally by agents for the Fur Company, and other traders, to whom he disposed of his goods.

Wisconsin was, at this time, remotely west, according to the geography, and more particularly so in the accepted ideas and notions of Eastern people. It required an adventurous spirit and hardy determination to break away from the pleasant surroundings of a comfortable home and strike into the wilderness—uncertain whether fortune or poverty, long life or sudden death at the hand of a treacherous Indian, would be the result. Just in proportion to the characteristics required to face these privations and dangers, is the life-work of the pioneer; the man who can determine to brave all, is not the man who dies and leaves no mark behind; thus we find that the earliest set-

lers, those who were responsible for the foundation of this great city which offers its advantages to us, are still honored and revered in memory.

As tidings from the adventurous ones reached the less hardy spirits in the East, enthusiasm was aroused and young men, with the world before them, determined to try the West. Milwaukee's location, to the observing eye of the new-comer, contained the requisites for a great city; "Chikagu," just then becoming a good-sized village, was making strenuous exertions to push ahead; each place, by its efforts, materially aided the other (unconsciously, perhaps) and so we find that for years the towns grew in about the same proportion.

Topographically "Milwacky" differed greatly from Milwaukee, more particularly on the East Side. On the ground now occupied by Market Square, arose a high hill, extending towards the lake. In the neighborhood of the lake shore were deep ravines, where now appear graded and paved streets, lined with handsome residences. In the river were several islands, and along the river banks was a marshy lowland, frequently covered with water during a rise in the stream. It will be interesting to remember that less than forty years ago the ground now occupied by the Third and Fifth wards was fre-

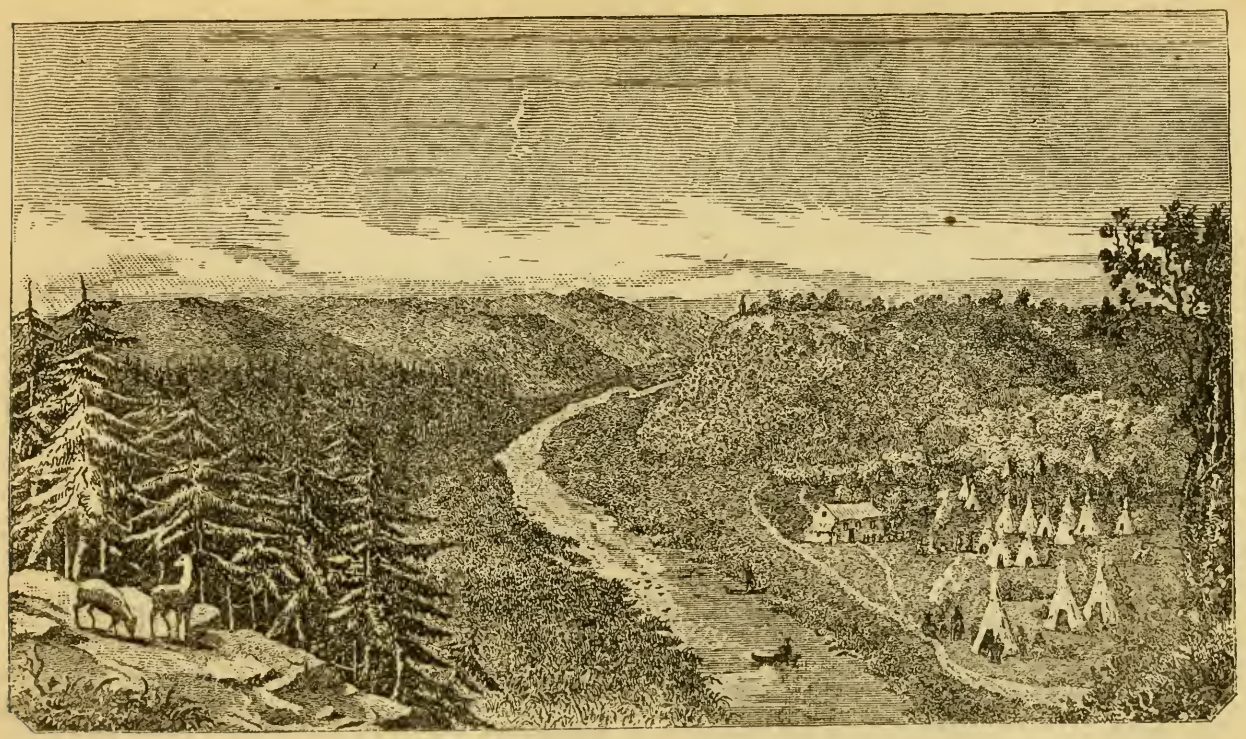


THE "MILWACKY" OF OLD.

quently under water, and that the forest thereupon was extremely dense; that the land on the West Side was swampy, (but covered with trees,) frequently the bed of the swollen stream—and that two or three crooked paths through the underbrush and thickets marked the location for the East Water, Wisconsin and Michigan streets of to-day.

Accompanying will be found interesting sketches showing the place as it appeared in the early days, long before it showed evidence of its coming greatness, although the year of the first sketch was 1834. In the second engraving is clearly set forth the hill spoken of above as having been located on what is now known as Market Square.

But to trace the growth of the trading-post known as "Milwacky," through the various stages by which it arrived at the greatness it to-day enjoys, would require a volume which we cannot present. In the briefest manner we can but give leading dates and names, those necessary to roughly sketch the outline.



MILWAUKEE FIFTY YEARS AGO—VIEW UP THE RIVER.

Among the earliest arrivals were Byron Kilbourn and George H. Walker, and so closely identified have their names been with the growth of the city, that we may say the fathers of Milwaukee were Juneau, Kilbourn and Walker—Juneau being the father of the East Side, Kilbourn of the West Side, and Walker of the South Side. Indeed, until lately "Kilbourntown" and "Walker's Point" were frequently used to designate these respective localities. The accompanying engravings are excellent portraits of the three men whose names with others will evey remain associated with Milwaukee's growth and prosperity.

After Solomon Juneau's long residence of 18 years, during which he had to deal almost entirely with the natives who came and went (and by whom he was greatly beloved,) a new era dawned for him. At this time the pioneers began visiting the neighborhood and soon evinced a determination to build up the site, the Indians having ceded their title in 1831 and 1833. Juneau laid claim to a large extent of land on the east side of the stream, and entered into the new project with great zest, being first in pushing forward all enterprises. He lived to see the place he founded become a large and flourishing city, for his death did not occur until 1856. He died while visiting the Indians, upon the occasion of the annual payment to the Menomonee tribe in the northern portion of the state. Thus it proved that he should not, in death's moments, be separated from those with whom the greater portion of his life was spent. He was 64 years old.

Byron Kilbourn came to Milwaukee from Ohio, in 1834, and laid claim to the West Side, which he immediately commenced to improve. His previous knowledge of similar work in Ohio stood him in great stead here. He early proposed the construction of a canal to join the Rock river, and by his personal exertions secured from the national government a land-grant to aid in the work. Owing to the unfavorable action of the legislature, however, the plan was abandoned and the state appropriated the moneys derived from the sale of the land to other purposes. As the town grew, Mr. Kilbourn, who was eminently qualified to assume the lead, was frequently called to places of trust and honor. Twice was he mayor, and he was one of those chosen to draw up a constitution for the state. In 1855 he was a candidate for the United States Senate. but was defeated by one vote, Charles Durkee being his successful opponent. Mr. Kilbourn was elected president of the Milwaukee & Mississippi Railroad in 1849. He lived until a comparatively recent date, his death occurring in Jacksonville, Fla., in 1870. He was 69 years old.

George H. Walker also came to Milwaukee in 1834, and laid claim to land on the south side of the river, which thereafter was known as "Walker's Point." Col. Walker identified himself with the interests of the place, and had a reputation for moral courage and physical bravery. He was elected mayor in 1851, and re-elected at the expiration of his term in 1853. During the later years of the city's history Col. Walker was interested in the gas company, the street railroad and other matters of that kind. He died in this city in 1866, having seen Milwaukee attain the dignity of something like 70,000 inhabitants.

And now come up to us the familiar names of many others, whose early struggles and faithfulness to the welfare of the city entitle them to honorable mention among the fathers. Among those now with us who came before 1837 Horace Chase, M. L. Burdick, B. H. &. W. Edgerton, P. C. Cole, Daniel Wells, Enoch Chase, U. B. Smith, John Ogden, Geo. Dousman, And. Douglas, Benj. Church, John Bowen, the Sivyers, P. W. Dodge, L. W. Weeks, W. P. Merrill, M. Stein, Jos. Cary, A. W. Hatch, Arthur Aldrich, Fred. Wardner, Geo. Abert, Rob. Davis, John Furlong, W. S. Trowbridge, John Crawford, J. A. Noonan, Reuben Strong, the Treysers, Hans Crocker, the Rogers, J. H. Tweedy, Elisha Starr, the Bleyers, J. C. Smith, Ezra Dewey, W. B. Johnson, C. H. Larkin.

SOLOMON JUNEAU.
BYRON KILBOURN.
GEO. H. WALKER.

Milwaukee. A. D. 1840.

EXPLANATION.

A—The East Side.
B—Kilbourntown.
C—Walker's Point.
D—Milwaukee River.
E—Menomonee River.
F—The Red Bridge.
G—Menomonee Bridge.
H—Spring Street Ferry.
I—Walker's Point Ferry.
K—Harbor.
L—Proposed Straight-cut.
N—Light-house.
O—Court-house.
P—Canal.

1. East Water Street.
2. Marsh, now City Hall.
4. Division Street.
5. Chestnut Street.
6. West Water Street.
7. Spring Street.
8. Chicago Road.
9. Prairieville Road.
10. Green Bay Road.
11. Washington House.
12. Kilbourn's Warehouse.
13. Leland's Old American House.
15. St. Peter's Church.
16. Fountain House.
17. Milwaukee House.
18. Cottage Inn.
19. Juneau's Warehouse.
20. Wisconsin Street.
21. Walker's Residence.
22. Roger's Old Block.
24. Market Square.
25. Dousman's Warehouse
26. Longstreet's "
27. Walker's Warehouse.
28. Sweet & Jones "
29. Barber's Ship Yard.
32. River Street Marsh.
33. Island in River.
34. " " "
35. Lake Brewery.
36. Huron Street.

Up to 1836 the east and west sides of the stream which flowed between, contained separate villages, but in that year, by a common vote, they were united; in 1845 the South Side was admitted, and in 1846 the City of Milwaukee was incorporated, having five wards, viz: on the East Side the 1st and 3d; on the West Side the 2d and 4th, and on the South Side the 5th. As will be readily imagined, Solomon Juneau was the first mayor.

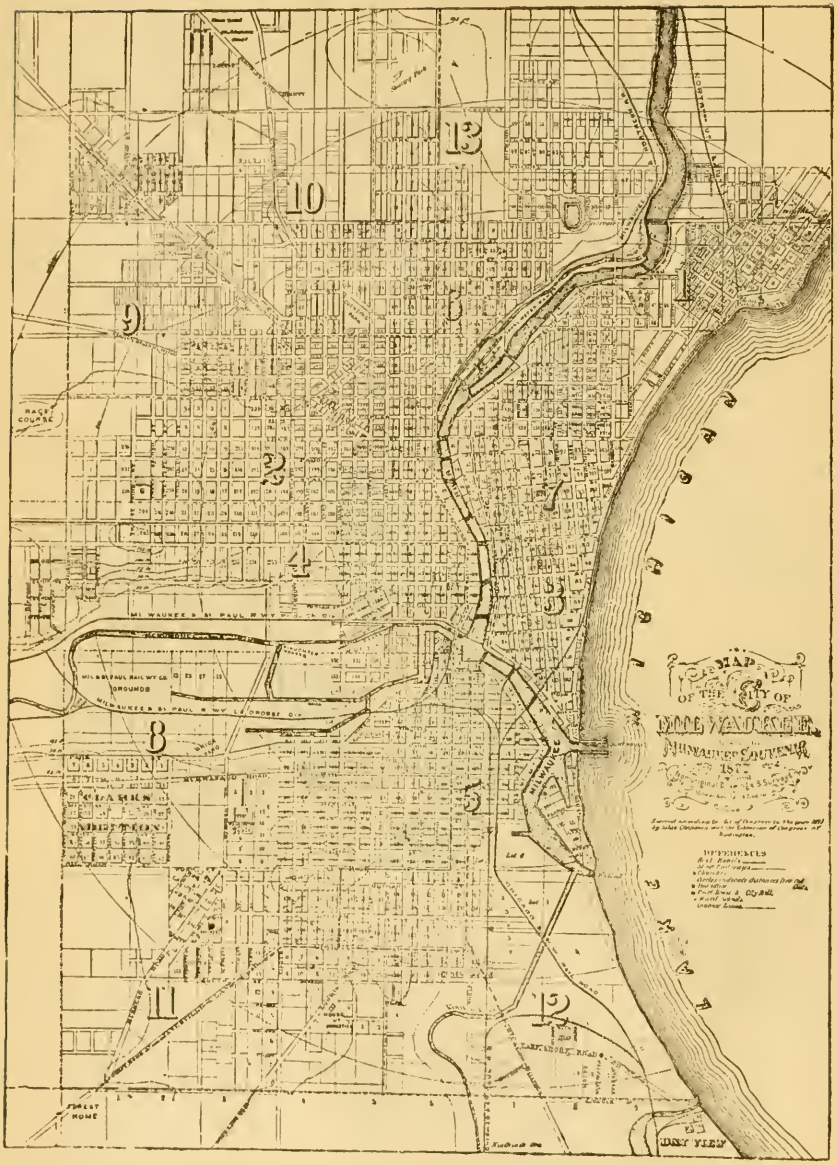
One by one the old landmarks have passed away, until now there remain but few of those once-prominent structures. The illustration below is of the Milwaukee House, at one time a hotel of fine standing. The Bellevue House, kept by Elisha Starr, was built in 1835-6 and located on the corner of Broadway and Wisconsin street, the site now occupied by the Library building. Sometime after being enlarged in 1837, and called the Milwaukee House, it was removed and afterwards destroyed by fire, except one wing which stands to-day on the corner of Milwaukee and Detroit streets. The Light House, designated in the preceding illustration (N) stood on the bluff at the foot of Wisconsin street, near the present location of the C. & N. W. R. R. depot. It

was built in 1838. The Lake Brewery (35), erected in 1836, still stands and is in use according to its original purpose. St. Peters (15), the first Catholic church, erected in 1849, may yet be seen on Martin street, near Jackson. Juneau's warehouse (19) was built in 1836 and removed up to East Water street, soon to be torn down. The Washington House (11), built in 1836, is the present Republican House, corner of Third and Cedar streets. Dousman's warehouse (25), erected in 1836, is occupied by John Furlong as a fish-depot.

To-day Milwaukee contains 13 wards; from the old 1st ward was made the 1st and 7th; from the 2d, the 2d, 6th, 9th, 10th and 13th, and from the 5th, the 5th, 8th, 11th and 12th. The original 3d and 4th wards remain. The growth in population is interesting to note, being as follows:

1836	275
1840	1,810
1850	19,873
1860	45,286
1870	71,640

To-day the city numbers 123,000.



extends from the Shooting Park, on the north, to Forest Home cemetery on the south, a distance of about 6 miles; and from the shore of Lake Michigan on the east to the borders of the town of Wauwatosa on the west, a distance of about 4 miles.

MILWAUKEE A. D. 1877.—VIEW FROM HUMBOLDT SCHOOL, SIXTH WARD.

The illustration on the preceding page gives the reader a fine view of certain portions of the Milwaukee of to-day. The observer is standing on a high elevation in the Sixth ward—the site of the Humboldt School-building—and takes in, in comprehensive sweep, the chief business portions of the East, West and South Sides. The view represents a distance of about 5 miles in length and 1½ miles in breadth.

We will now take the reader through the residence portion of the East Side, starting near the original center. Samples will be shown, and the stranger must take our assurance that they fairly represent the whole. This order of division of residence-portions with their respective sides, and division of other portions of the book will be adhered to throughout.

COURT-HOUSE SQUARE.

The handsome Court House, of which Milwaukeeans speak with pardonable pride, was erected in 1872, at a cost of $650,000. It is built of Lake Superior sand-stone, upon land donated to the county for that purpose by Solomon Juneau. The park surrounding the building is, as the above illustration shows, very beautiful, containing a dense growth of trees, gravel walks and a handsome fountain, lately put up by C. Hennecke & Co. During the summer months open-air concerts are given in the park, and it becomes then a thronged promenade.

The building accommodates the various county offices and courts of justice, and, in the east wing, the city offices, the city paying a rental to the county of $12,000 for the privilege. The adornment of the interior is elaborate, and in every respect the building is a credit to the county. By a long flight of winding stairs the top of the dome is reached; the view of the city

from this exalted spot is unequaled, and it is only from some such position that one forms an idea of the density of the forest skirting the limits of the city.

The original Court-house was built of wood, in 1836, and served as a jail also. Despite the early date of its construction, the old building was kept in constant use until 1871, when it was razed to make room for the present structure. The park is, by terms of the gift-deed, forever to be used for the purpose named. It occupies one block, bounded by Jefferson, Oneida, Jackson and Biddle streets, and as time goes by will be constantly improved and rendered more attractive. The improvements seen are the work of the present.

ST. JOHN'S CATHEDRAL.

Facing Court House Square is St. John's Cathedral, erected in 1850. It is still an attractive, substantial building. Adjoining it, on the right, is the residence of Archbishop Henni, whose long services as Catholic Bishop of this diocese were rewarded by an advancement to the Archbishopric in 1874. On the left of the cathedral is seen St. Rosa's Orphan Asylum, an institution under the patronage of the church, and directly back of the cathedral, on Van Buren street, is Bishop's Hall, a new building devoted to a parochial school, and often used for church lectures, etc.

JEFFERSON STREET, LOOKING NORTH.

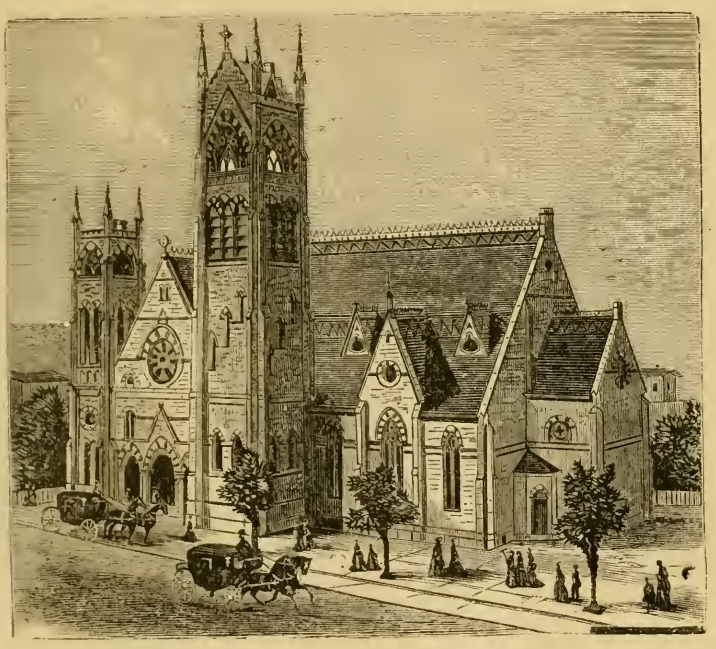
Standing at the corner of Court House Square and looking north on Jefferson street, one sees, in the left foreground, the commodious and substantial residence of Gov. Harrison Ludington. To the right, on the same street, looms up the spire of the Baptist Church, while directly opposite is seen the Hadley School.

TEMPLE EMANU-EL.

Within a few moments' walk from this locality are numerous costly churches, illustrations of which follow:—the first of Temple Emanu-El, a Jewish house of worship on the corner of Broadway and Martin street, the

second of Immanuel Presbyterian Church on Astor street, by far the most costly and elaborate edifice of the kind in the city. The churches of Milwaukee are in a flourishing condition, and support, in addition to the ordinary surroundings, various societies whose object it is to assist the unfortunate, This leads us naturally to the subject of working societies.

In addition to the secret organizations whose branches are to be found in every city—the Masons, Odd Fellows, Knights of Pythias, etc—Milwaukee is to be congratulated upon having numerous bands of willing workers in every good cause. We call to mind the names of several of these: "Mission Band," "Plymouth Church Benevolent Society," "Helping Hands," "Local Visiting Committee," "Church Home Committee," "Little Sisters of the Poor," "German Ladies' Associations," several Hebrew Societies, and many others; also



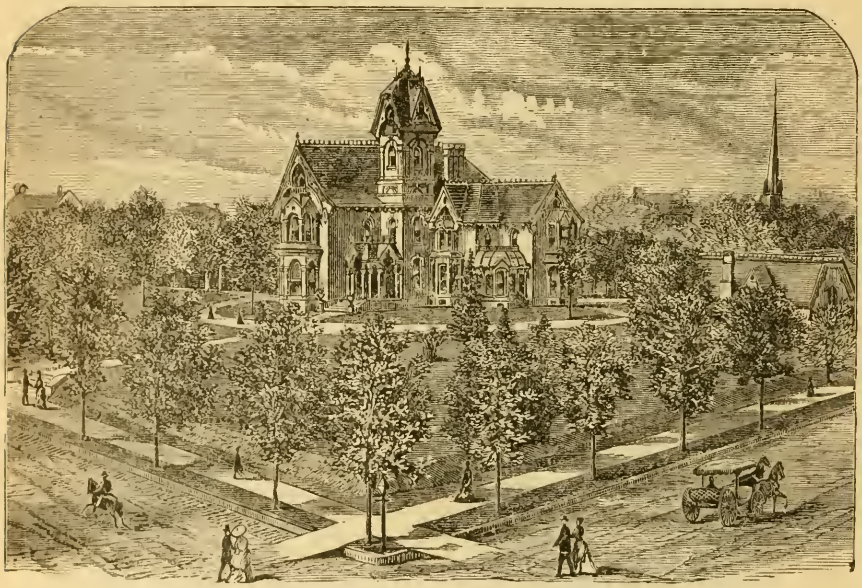
IMMANUEL (PRES.) CHURCH.

various charitable institutions, such as the "Industrial School," "Home of the Friendless," "Young Women's Home," "St. John's Home," "Bethel Home," "Wisconsin Seaman's Friend Society," are kept open to relieve suffering humanity. These societies, emanating from all denominations of religious belief, exert a wide-spread influence for good and are matters of pride to Milwaukeeans. There are three orphan asylum (2 under Catholic and 1 under Protestant supervision), 2 hospitals (St. Mary's and the Passavant), and three convents or cloisters.

To the ladies especially should be given the credit for the maintenance of the working societies; their persistent efforts, and ingenuity in devising ways and means, produce the funds necessary to carry out the great work which each association finds before it.

One noticeable feature in the residence portion of Milwaukee is the frequency of large grounds surrounding elegant homes. In no other city approximating ours in population, is this so universally the case. The effect, in a busy city, is at once striking and exceedingly beautiful. The following illustration of the handsome residence and grounds of C. T. Bradley, on Marshall, Martin and Astor streets, will afford the reader a more definite idea of our meaning. This elegant structure (one of the most elaborate in the Northwest in design and finish,) bears evidence of the skill of E. Townsend Mix, the well-known architect, whose handiwork will be observed in many of the other buildings, illustrations of which are to follow.

Standing at the head of any of the residence streets, one sees what would afford material sufficient to enrapture the most exacting artist—particularly if the view be taken looking toward the lake. Indeed, very few artists have



RESIDENCE OF C. T. BRADLEY.

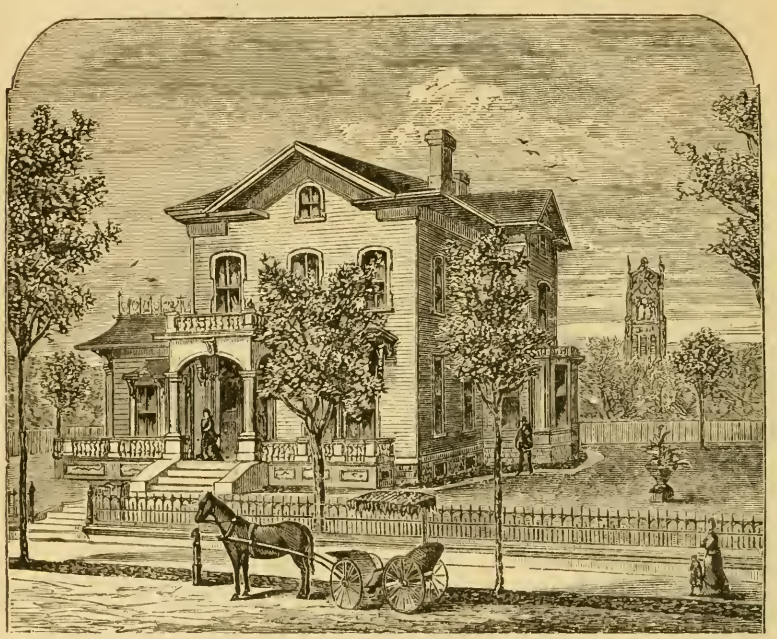
conceived anything so beautiful as Milwaukee by moonlight, the lights and shades on the handsome streets admirably contrasted, and the sparkling waters of the bay dotted here and there by fairy boats.

The following illustration represents a moonlight view sketched from the observatory on the residence of James B. Martin, corner of Cass and Division streets. The scene gives a general idea of the many costly homesteads, smooth, shaded streets and numerous attractive features to be seen in even so small a part of our great city. To the far right is noticed the Baptist church, to the left the Summerfield M. E. Church, and just back of that looms up St. John's Cathedral. This is but one of a large number of equally beautiful scenes that might be taken from the same spot. Milwaukee abounds in them, and volumes could be filled with their description.

The residence of T. A. Chapman, the extensive dry-goods merchant, is a handsome frame structure, combining beauty and comfort in the highest degree.

But to enumerate the handsome residences in Milwaukee would require by far more space than we have to spare, and we dismiss the subject for the present with the remark that visitors invariably express themselves astonished and delighted at the succession of homesteads that show evidences of so much taste, culture and wealth.

Indeed, Milwaukee is a pleasant surprise to all who visit it. Nature was lavish in her gifts, affording three hills admirably suited for the site of a picturesque, beautiful city. Owing to the diversity in surface the drainage facil-



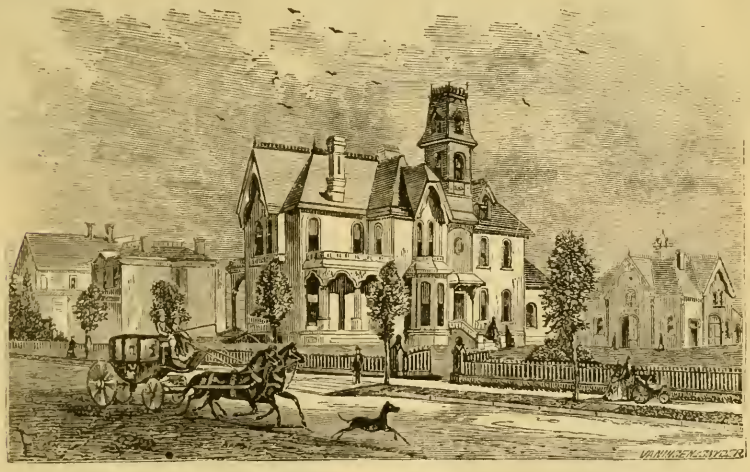
T. A. CHAPMAN'S RESIDENCE.

ities are excellent, thus keeping the city pure, cleanly and healthy. Winding, navigable streams aid commerce, and Lake Michigan, over which the city looks from its bluffs 80 and 100 feet high, adds both to the commercial and artistic value. Rarely are the various components so gathered, as they are in Milwaukee.

Waverly Place, a short thoroughfare extending from Martin to Division streets, is a favorite residence portion. Here was first put into practice the pretty idea of removing all fences, thus throwing the beautiful grounds into one immense and beautiful park. The reader can appreciate that summer-night's entertainments and lawn-parties, in these grounds, with beautiful illuminations, prove exceedingly popular. Such an one was given a short time since, for the benefit of the Industrial School, resulting in great pleasure to those who participated and much profit to the school.

WAVERLY PLACE.

Division street affords many beautiful sights. The accompanying illustration is of the beautiful home of James E. Patton, near the corner of Prospect Avenue, one that draws forth encomiums from all who see it. A short distance west, on the same street, is All Saints' Cathedral (Epis.), the home-church of Bishop Welles.

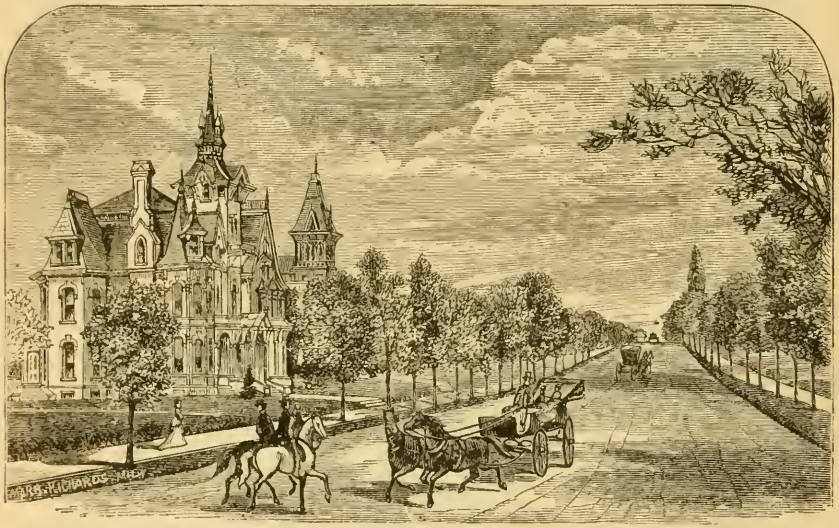


DIVISION STREET—J. E. PATTON'S RESIDENCE, ETC.

One block east of the central house in the illustration, directly upon the lake bluff, is the Protestant Orphan Asylum, a well managed institution that is constantly doing much good. Commencing at this point and running

south for a distance of two blocks, is the Seventh Ward Park, a plat of ground consisting of the lake bluff. The slope has been terraced and laid out with walks, and when completed will be adorned with shrubbery. Comfortable seats have been provided at the top of the bluff, and during the warm summer evenings the promenade is densely crowded. The view of the bay, which is said to rival the famous Bay of Naples, from this point is very fine.

A view is here given of Prospect avenue looking north, once considered the principal street in that locality. It is ornamented, in a public way, by the First Ward Park, a triangular piece of ground, in the center of which a large and handsome fountain has been erected. In the neighborhood of this avenue, for a distance of a few blocks west and running parallel with it, appears a new city. The most wonderful improvements have there been made within the past five—we might almost say the past two or three years. Streets



PROSPECT AVENUE.

have been opened and graded, laid with water and sewer service, and building have sprung up as if by magic. They are largely uniform in style, and are constructed in the most modern and tasty manner, being patterns of the architectural skill of James Douglas, whose taste is fully acknowledged. Real estate has greatly appreciated in this portion of the First Ward, having trebled in value, and, notwithstanding the late panicky times, has not declined.

The residence on the left in the foregoing illustration has just been erected by G. E. Collins (James Douglas, architect.) But for the dense foliage lining the walks on either side, numerous handsome residences, surrounded by commodious grounds, could be seen.

At the end of this avenue we reach North Point, the boundary of the bay, where are located the Water Works and where the celebrated White-fish Bay road commences, but of these, as well as of other matters of interest thereabouts, more will be said in another place.

GRAND AVENUE—LOOKING WEST.

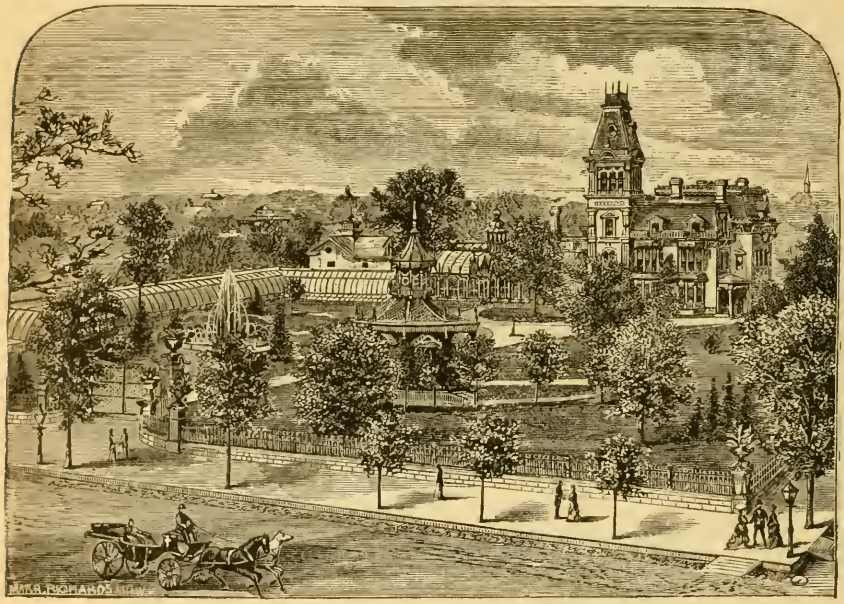
Having hurriedly passed through the East Side we enter the residence portion of the West Side by way of Grand avenue, one view of which is here given. Next to the church in the foreground (Spring Street M. E.) are seen the Spring St. Congregational Second Baptist, St. James & Calvary churches. Grand Avenue offers many inducements to the sight-seer, and therefore one is not surprised to find that it is the street of streets for promenaders. On pleasant days and evenings the

ST. JAMES (EPIS.) CHURCH.

CALVARY (PRES.) CHURCH.

walks are crowded and the pavement covered with flying vehicles of all descriptions. Probably the most attractive feature on the avenue is the elegant residence and highly-cultivated grounds of Hon. Alex. Mitchell, an illustration of which is given below. This large place occupies the block between Ninth and Tenth streets, and no expense has been spared in its adornment. The passer-by who stops to admire the costly greenhouses and conservatories and the beautiful lawn, tastefully broken by shrubs and trees and beds of choicest flowers, feels that he is well rewarded for his walk.

If we have mentioned the rapid growth of the upper portion of the First ward as something noteworthy, we must express even more astonishment at



RESIDENCE OF ALEXANDER MITCHELL.

the development of the West Side, whose improvements are of the most substantial kind. Within the past few years whole streets have been opened and no sooner graded and improved than lined with costly structures.

It is a common remark with visitors who have traveled extensively, that no city shows such a healthy growth, during such stringent times, as Milwaukee. In fact, building has been and is being carried on without interruption; and it is an important fact that these improvements are being made with Milwaukee money, accumulated here by honest toil and labor.

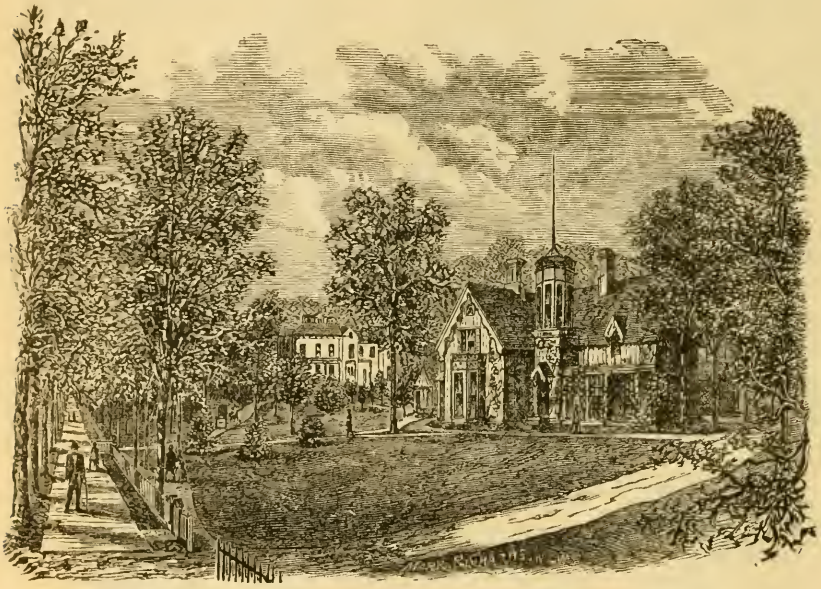
Grand Avenue particularly, and adjoining thoroughfares to a great degree, bear evidence of what we have just asserted. Lined with heavy shade trees, its broad roadway of Nicholson pavement, the entire length, and fronted on either hand by elegant residences and carefully-kept grounds, the avenue, with its surroundings, is admitted by travelers to be the peer, if not superior to, the famous Euclid Avenue of Cleveland.

The view here given is of the avenue, looking east. The dense foliage hides many of the elegant residences and spacious grounds which line the thoroughfare for miles. Among the prominent structures erected during the past season are those of Messrs. Kneeland, Mullen, D. G. Rogers and H. C. Atkins.

The building on the right, in the above engraving, is the handsome residence of Wm. Plankinton, adjoining the commodious homestead of John Plankinton, his father. At the west end of the avenue, on the large estate and adjoining the

imposing residence of S. S. Merrill, is one of the most pleasing specimens of the cottage style of architecture to be seen anywhere: the home of Washington Becker. Its massive ivy-clad stone walls remind one of old English homes.

While the residences lining Grand Avenue compare favorably with those of any other portion of the city, the grounds *at the west end* of the thoroughfare are observed to be much more extensive, giving opportunity for the display of skill in landscape gardening not afforded in the more compactly settled portions of the city. Here we notice the absence of division fences, adding greatly to the beauty of the effect, and making the avenue to seemingly pass through one immense and elegant park. The imposing grandeur of the natural forest trees and ornamental shrubbery enhances the general scene and renders it the object of heartiest admiration by all who see it. To all this native beauty is added the benefits of latest public work. In no other portion of the city have street improvements been so extensively and substantially carried on as on Grand Avenue and adjacent streets. Water, sewer



RESIDENCES OF J. H. TESCH AND OF S. A. HARRISON.

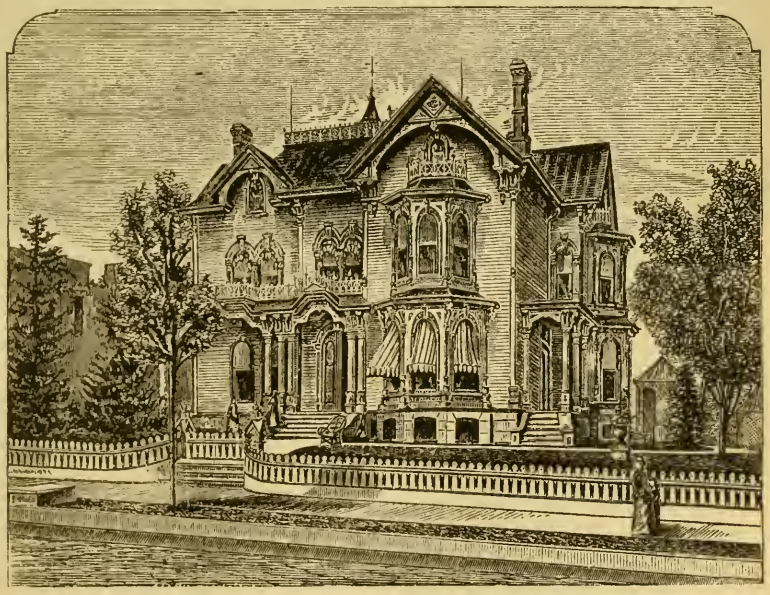
and gas service are laid in the entire street, and the dense foliage affords fine shade for the walks, which extends even to the city limits, as shown in the above illustration.

From here to the National Soldiers' Home, of which we shall speak in another place, is but a short distance, and by far the handsomest view of the spacious grounds and main building is obtained from the high bluff bordering this side of the beautiful Menomonee Valley.

It is a safe prediction that within a short time all of this property, owing to the improvements now under way, will be eagerly sought for by people of wealth and culture,—the lovers of rural beauties which are here so lavishly bestowed by Nature's hand. The beauties of the country combine with the comforts of the city; Nature is aided and supplemented by art; what more can one desire?

IN OLDEN TIMES—THE ROGERS' HOMESTEAD.

The above represents a relic of the olden time, formerly the residence of the late Jas. H. Rogers, on Sixth street, at one time considered a pride to the city. The difference between that and the modern style is shown by the illustration of the elegant residence of Capt. Fred Pabst, cor. Eighth and Chestnut street, designed by the well-known and successful architect, H. C. Koch.



THE MODERN STYLE—RESIDENCE OF FRED. PABST.

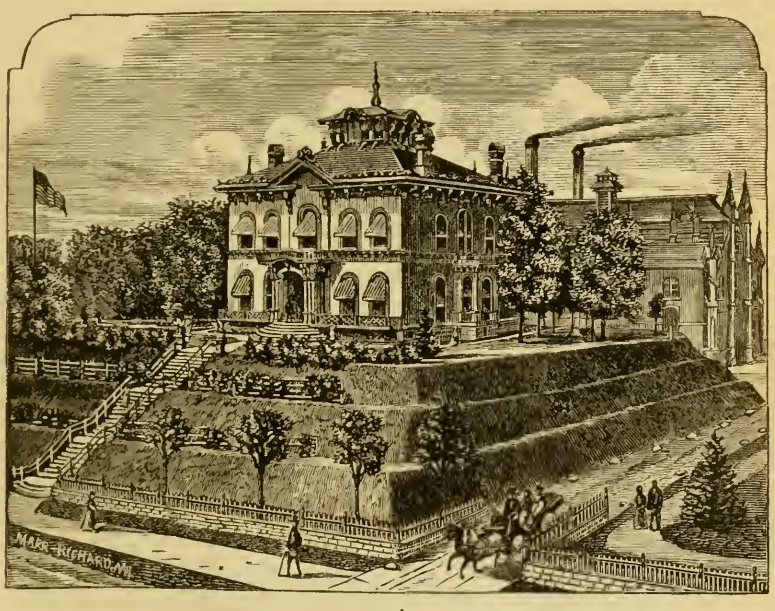
The northwestern part of the city embraces an extensive territory equally elevated with that just described, and has ample space for the growth of the residence portion in that direction. It obtains a commanding view of the entire business part and much of the residence part, as was shown by the illustration on page 11, which was taken from that locality. From the fact that the business quarter there was prominently occupied by our German follow-citizens, and has been to a large degree sustained by them, it was quite natural for the residence portion to also be generally occupied by them. Among the handsome structures which the visitor sees in this locality are the homes of some of our most successful and prominent merchants and professional men. Here, as elsewhere, the advantages of liberal public improvements are noticed, and property has steadily appreciated. Lately many streets have been opened and already can be observed the growth of new residences.

HANOVER STREET LOOKING NORTH.

The South Side also contains many handsome residences and has kept up with the other sides in all manner of public and private improvements. The illustration selected is of Hanover street looking north, showing the attractive residences of Messrs. Durr, Schneider, Hilbert, Paul and others; also St. John's (Epis.) Church, the Mitchell school-building, and, in the further distance, St. Gall's (Catholic) Church, in the Fourth ward, across the Menomonee river. The South Side is especially distinguished by an originally attractive landscape, declining regularly from an elevated plateau west of the high western boundary line of the city toward lake and river, all now tastefully utilized by capacious streets, mathematically laid out and expensively improved; by the marvelous rapidity of its recent growth in population and wealth; by its extensive harbor accommodations and long lines of dockage, extending completely around three sides of this portion of the city; by the

vast capital invested here in lake commerce and manufacturing enterprises, flourishing apart from each and yet in close proximity to the most eligible residence streets of the city; and by the great number and variety of its church edifices and school buildings, adapted to the accommodation of every form of religious belief, and to all modern methods and degrees of public and private education. On this side of the river, also, are centred the chief passenger and freight depots of the several railroad companies, and mercantile pursuits are becoming rapidly prominent—probably more than two miles of its streets being devoted to various branches of the retail trade.

Here, as elsewhere, the completion of an extended system of horse railroads has assisted greatly in increasing the growth and permanent prosperity of the locality. The lines of road lately opened to Bay View and to the Forest Home Cemetery have virtually brought outside property nearer to the business centers, and thereby enhanced its value and opened it up to rapid improvements.



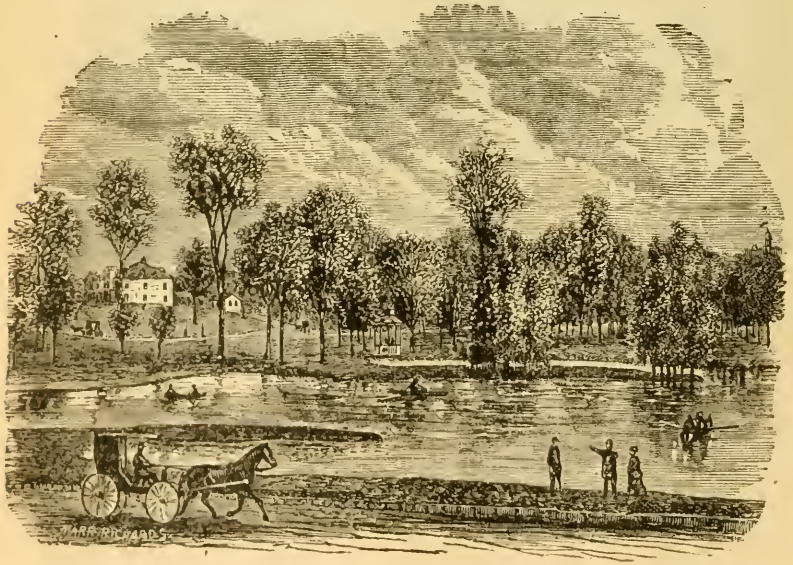
EMIL SCHANDEIN'S RESIDENCE.

From the elegant residence of Emil Schandein, on Park street, a magnificent view is obtained, not only over the Menomonee Valley, to the north and west, but of the entire South Side and of the bay.

Elizabeth street has recently been widened to 100 feet, and shows many handsome residences. It is the principal avenue from this part of the city to the National Soldiers' Home. Leaving the city, and entering the town of Wauwatosa, we are transferred at once to country life. Numerous villas meet the eye on every hand, but we notice particularly that of Col. Wm. H. Jacobs, (upon whose grounds is a fine artesian well sunk to a depth of 1300 feet) and the sylvan retreat of J. R. Goodrich, of the firm of Ball & Goodrich. Passing these attractive spots we enter the grounds of the Soldiers' Home, through the South Gate.

TO omit a visit to the Soldiers' Home would be to miss one of the most attractive sights Milwaukee affords. This asylum for disabled volunteers (towards the erection of which Milwaukee contributed $100,000) is located in the center of a beautiful park, which is constantly improved and cared for by the inmates. The total amount of land belonging to the institution is 425 acres, a large portion of which is under farm cultivation, yielding a fair proportion of the supplies for the use of the Home. The extensive park surrounding the main building seems especially adapted for the purpose. Winding roads, smooth and carefully kept, lead the visitor through delightful groves, and every now and then skirt the bank of a tiny, foliage-fringed lake, whose mirrored surface reflects the beauty surrounding it. The accompanying illustration shows one of these lakes (the largest) but of its dazzling brilliancy when, upon gala occasions, it is illuminated by means of lights closely placed upon its brink, we have no words to speak. The park, flashing with vari-colored illuminations, presents a picture always remembered, if seen.

The view on the following page is of the main building, which cared for 860 inmates last winter. Entering the main hall, on the left is the Commandant's office, and adjoining is the reception room; opposite are the Secretary's office and officers' rooms. Towards the rear are the dining halls, kitchens and bakery; in the basement the quarter-master's rooms, store rooms, laundry, and a restaurant for the accommodation of visitors. Above is the post-



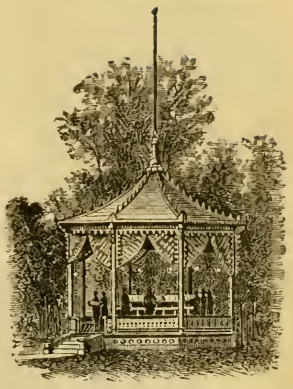
THE NATIONAL SOLDIER'S HOME—THE MAIN BUILDING.

office, library, reading-room, printing office, large hall used as a chapel and for concerts, etc.—with still room enough left for the dormitories. During the season frequent entertainments are given at the Home, Milwaukee's local artists assisting. The building is lighted by gas, manufactured on the grounds, and heated throughout by steam.

Aside from the main building are the Commandant's residence, the Secretary's and Surgeon's quarters, the farm buildings, the hospital (outlined in the sketch of the lake), and the engine house (which is supplied with a modern steam fire-engine and apparatus.) As will be seen by the first illustration, the Commandant's residence is handsome and the other officers, Sec. Lough and Surgeon J. L. Page, M. D., have no reason to complain.

A pavilion has been erected for the accommodation of the fine band which, under Prof. Wilkinson's direction, gives a free concert every Sunday afternoon during the warm season—and just across the broad road has been put up a large dancing pavilion. Sketches of these are further on given.

The South Gate, through which we entered the grounds, and which is represented in the illustrations, is a beautiful specimen of rustic work, constructed by the inmates of the Home. With so much time it is but natural that their inventive genius



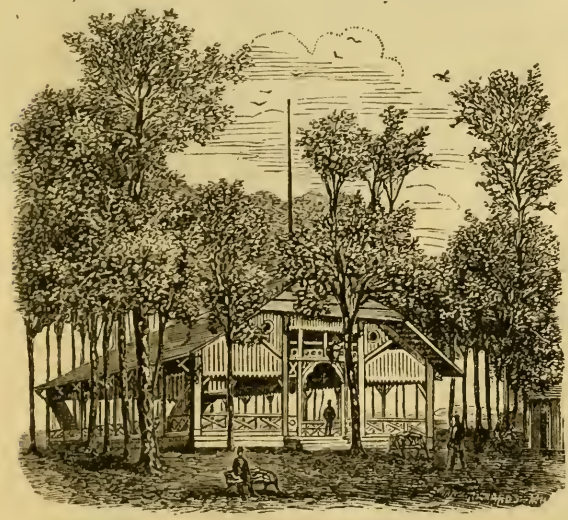
should have play—and the result is seen in many curious and attractive objects, here and there.

The word "Home" is expressive as applied to this institution, for the veterans have, as far as it is possible, all the advantages and comforts of the "dearest spot on earth." Discipline is enforced – and strictly – but that is found one of the means to insure the most good. All harmless games are afforded and encouraged, and it is one of the pretty sights to witness the interest a squad of wooden-legged, battered veterans take in a simple game of croquet. Billiards, chess, etc., are also much resorted to. The reading-room, of which we have spoken, furnishes about 175 papers and magazines, and the library contains about 4,000 volumes. Thus, those inclined to literary recreation or information are gratified.

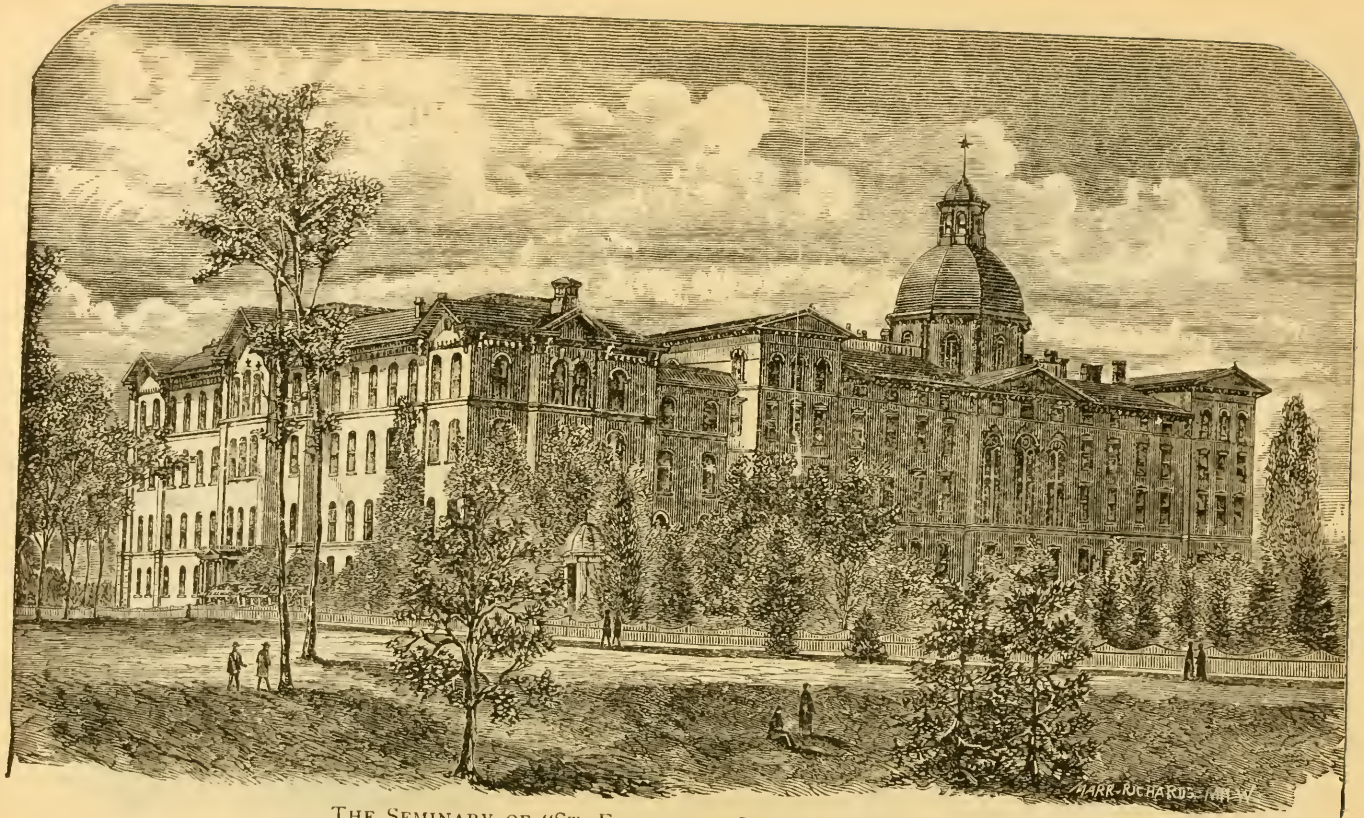
From all states in the Union come these dependent ones, many of them leaving families in their native towns, while they come out here to receive the benefits of medical treatment for wounds received or diseases contracted during their service in their country's cause.

The annual expense of sustaining this institution is about $100,000, and is amply provided for by the funds set apart by the national government. The labor performed by the inmates results to their credit in the matter of wages —and their misdemeanors subject them to fines. And thus life runs on at the Home; quietly and happily, but under the necessary military discipline. To the officers in charge much credit is to be given for the perfect order in which the visitor finds the buildings and park. The Commandant is Gen. E. W. Hincks, a thorough officer; the Secretary, Capt. W. H. Lough, may be addressed for a handsomely illustrated volume, containing particulars about the Home.

To the south of Soldiers' Home, and at no great distance, is Forest Home, the most beautiful cemetery of Milwaukee. The plot of ground contains 169½ acres, having cost originally from $50 to $300 per acre, and nature and art have combined to render it exceedingly handsome. Very costly are many of the vaults and monuments that mark the resting places of the departed.

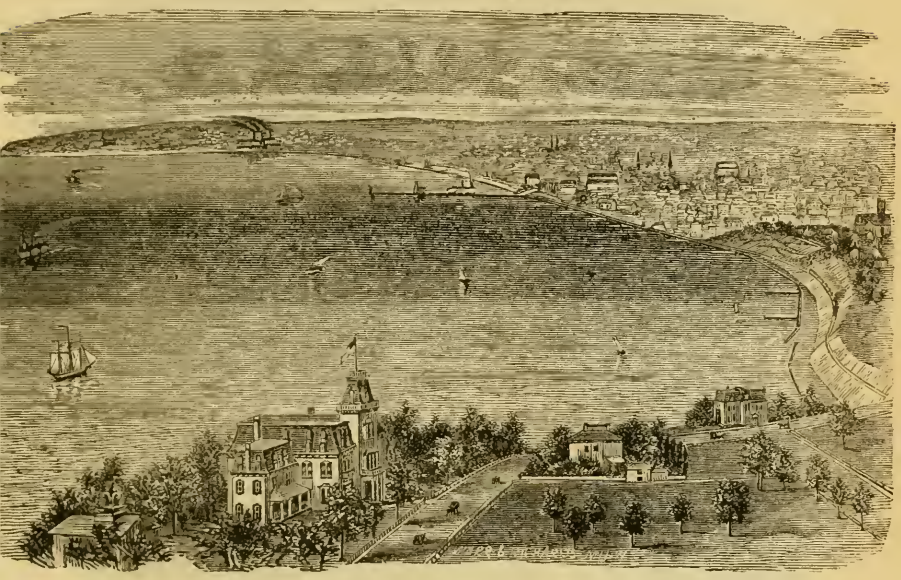


There are laid out about five miles of avenues, all constructed upon the most approved methods. Visitors whose sojourn in this city is not brief scarcely ever fail to visit Forest Home the Mount Auburn of the West.



THE SEMINARY OF "ST. FRANCIS OF SALES" NEAR SOUTH POINT.

Beautiful indeed is the view of Milwaukee and the bay from the south point, (called by the Indians "Nojoshing") in the neighborhood of St. Francis Seminary, an institution for the education of students to the Catholic priesthood. This seminary, a sketch of which is given on the preceding page, is situated about four miles south of the city, in the midst of a forest, about 100 steps distant from the lake. The institution was founded in 1853 by the late Dr. Joseph Salzmann, who lived to see it expand into one of the largest institutions of the kind in the land. The main building has lately been supplemented by a wing which is of but little smaller dimensions than the original structure. In the immediate neighborhood is the St. Æmilianus orphan asylum, and, but a short distance, a Teachers' Seminary and the "Pio Nono" College (founded in 1873)—also the result of Dr. Salzmann's labors. A relic of olden time, a cloister unpretending in appearance, belonging to and inhabited to this day by the St. Franciscans, is also at hand. All these buildings are beautifully located in the forest abounding on the lake shore.

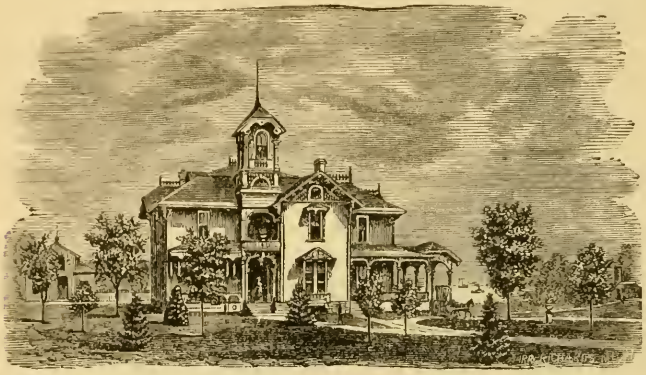


MILWAUKEE BAY.

Another attractive and comprehensive view of the city and bay is obtained from a point of land jutting out into the lake near the north point of the bay, called by the Indians "Minnewawa," and which was their favorite resort in summer for fishing and bathing. Here we find one of the most beautiful summer resorts, the Sherman House (represented in the sketch given above.) Although the inland summer places are visited and greatly admired, we will be pardoned for claiming that Milwaukee offers greater advantages as a summer resort. The cool lake breeze, which keeps the atmosphere from ten to fifteen degrees cooler than at any inland place, is an important feature, and the inevitable ennui of small country places is avoided by the metropolitan advantages of one of the most beautiful and healthy cities on the continent, with its high rolling lands, its pleasant drives and parks, its churches, libraries and places of amusement—all of which combine to make it the most desirable resort for the invalid or pleasure seeker.

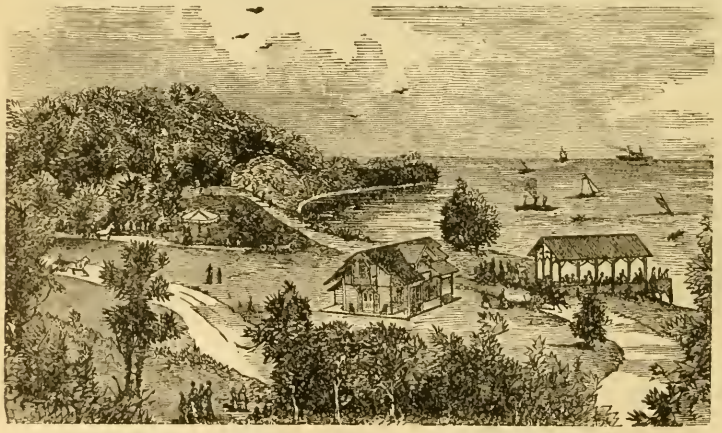
Passing, in this locality, the handsome tower of the water works, the celebrated Siloam Springs, the St. Mary's Hospital and St. Joseph's Orphan Asylum and the light-house, we enter upon the Whitefish Bay road, a favorite drive.

Among the elegant residences is that of D. D. French. "Lake Dells," a handsome retreat, is also shown. "Lueddemann's-on-the-Lake" is a popular resort. Continuing to the end of the drive we arrive at Whitefish Bay.



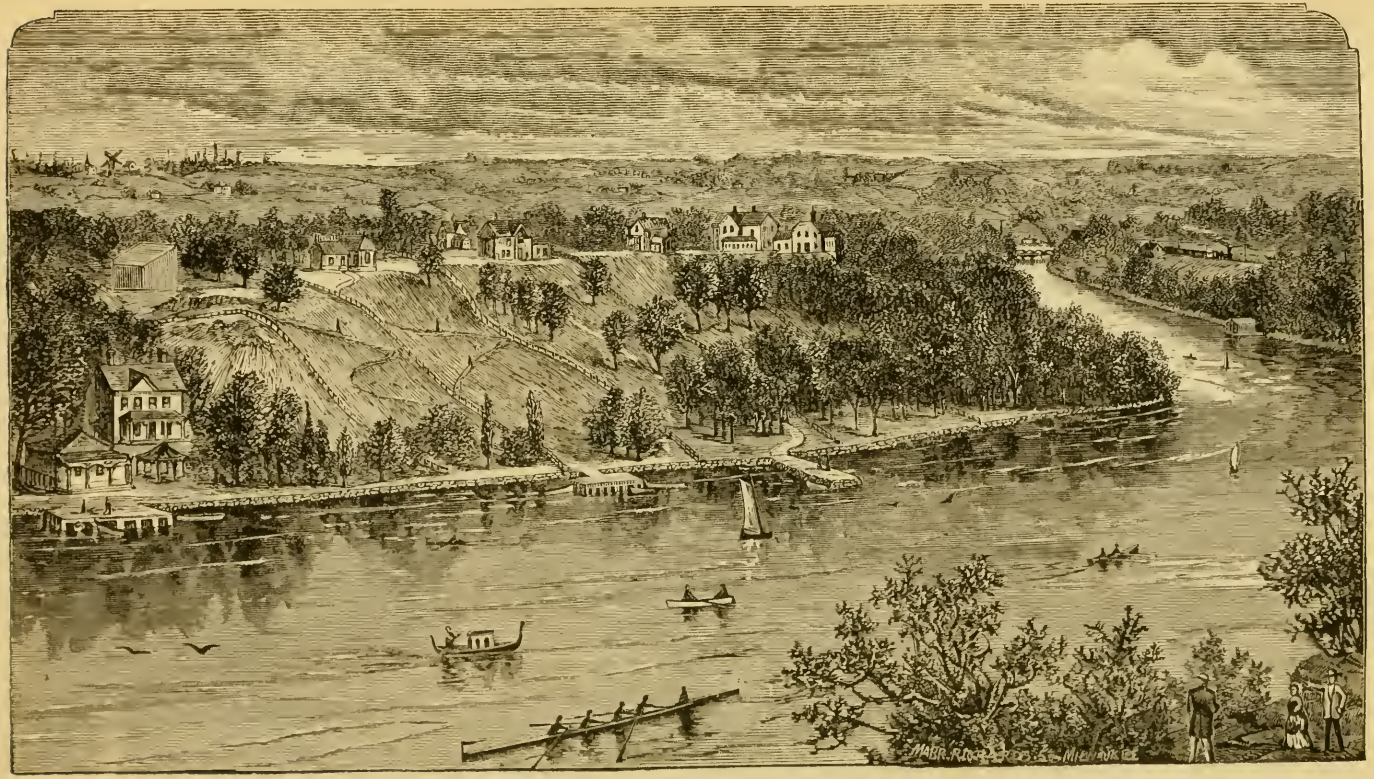
D. D. FRENCH'S RESIDENCE.

Our space is so limited that we find it impossible to enumerate the many beautiful scenes in close proximity to the city; we confidently make the assertion that the time is not far distant when all of these attractive sites will be



LAKE DELLS.

occupied as summer-abodes or permanent homes. The illustration on the following page is one of the many charming views to be obtained on the Milwaukee river, north of the city. Ascending the river, on the right we find the popular resort known as "Lueddemann's-on-the-River," near which is the junction of the Fond du Lac Air-line and Lake Shore railways, and just beyond, the celebrated Milwaukee Cement Works. Crossing Humboldt bridge and returning to the city by the way of Humboldt Avenue, we pass many handsome country seats of Milwaukee merchants and others.



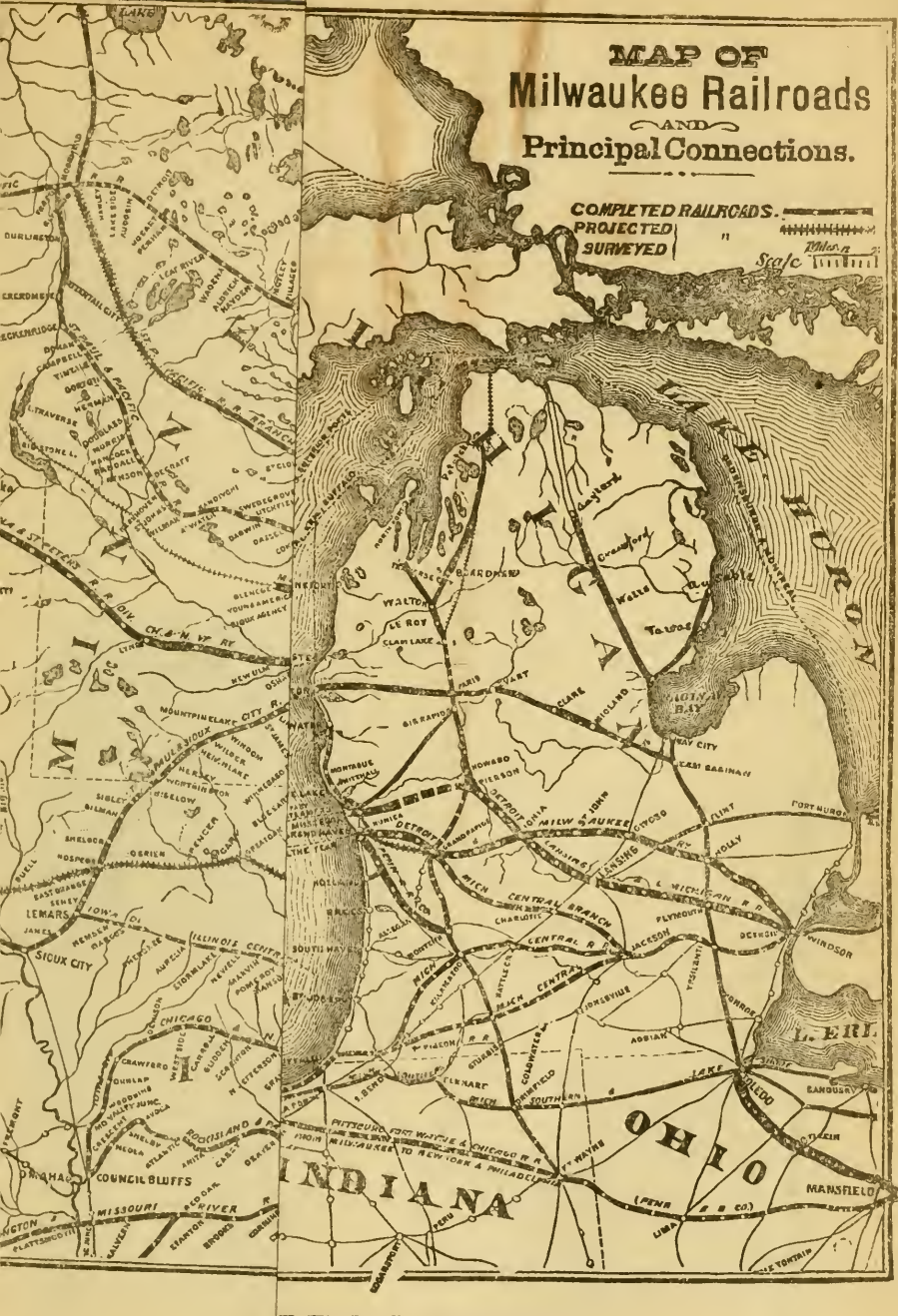
MILWAUKEE RIVER ABOVE THE DAM.

TRADE, COMMERCE—BUSINESS PORTION OF THE CITY.

Railroad Connections.

The railroads directly or indirectly centering in Milwaukee and throwing the bulk of their traffic to the city cover several thousands of miles absolutely, and comprehend even many more. Not only do the lines gather from all portions within the state, but they open from the entire Northwest. Products from Minnesota and Iowa are directly brought to Milwaukee; trade from the neighborhood of the Missouri is secured; northern Illinois serves as another source of supply, and the connecting link between the Northern Pacific and Wisconsin Central railways (only 70 or 80 miles) will open up, directly to our benefit, the route taken by the Northern Pacific through Minnesota, Dakota, Montana, Idaho and Washington Territory to Puget's Sound. Indeed, with such a view presented, one feels safe in predicting a grand future for Milwaukee. Already many trunk lines, among the longest and most thoroughly equipped in the country, center here and are in excellent running order. Traffic to and from the East and the Northwest takes in Milwaukee on its way. The great wheat section feeds directly to this city and hundreds of thousand bushels are daily handled at the elevators, representing hundreds of thousands of dollars in clear currency. All of this means a healthy business that cannot fail in producing its results upon trade and commerce generally. Three divisions of the C., M. & St. P. R. R. extend to the principal cities and towns on the Mississippi and westward through Minnesota and Iowa towards the Missouri, leading directly to Milwaukee. Over the West Wisconsin road comes the staples from the Chippewa, Eau Claire and St. Croix regions. Three routes lead to Green Bay and the northern part of the state. The Wisconsin Central now extends a clear line from Milwaukee to Ashland, Lake Superior, running almost directly through the center of the state and opening up a country rich in prospects. Can anyone estimate the advantage this will be in a few years —the more especially when, as above stated, the short connecting link with the Northern Pacific Railroad is made ?

Among the lines lately extended is the Milwaukee, Lake shore and Western, from Appleton to New London on the Wolf river, thus bringing easily to hand another of the lumber districts of Northern Wisconsin. Several other routes have lately been thrown open to the public, in each case bringing new advantages to Milwaukee. As a railroad center, in fact, the city is becoming remarkable, her iron arms stretching forth in every direction and laying hands upon all things that can tend to her advancement and therefore to that of the state at large. A projected route, one that will without doubt some day be built, is the Milwaukee & St. Louis air-line, taking in the immense coal-fields on the way. It needs no argument to convince the business man of the value of such a line; the facilities for coal supply would enable Milwaukee to take still higher rank as a manufacturing place. The completion, during the past year, of the road been Portage and Stevens Point (85 miles in length) by the Wisconsin Central, was an important feature in the chain of iron-links that run across and over the state, binding each portion closely to the others. The accompanying map, designed and engraved with special care, shows our admirable railroad system and is worthy of careful perusal. With thousands of miles of road, running through the most fertile and productive country, with elevators and warehouses sufficient to accommodate the products as they are brought, and with trunk railroads and steamship lines waiting to communicate with the East and country at large, what can hinder the further rapid growth, the material advancement of the Cream City ?



OISCONSIN

ce & St. Paul R. R.	reen Bay & Miss. R. R	234 miles.
R. R.	'est Wisconsin R. R.	212 miles
age R. R.	heboygan & Fond du Lac R.R.	78 miles.
ey R. R.	ilwaukee, Lake Shore & Western R. R.	148 miles.

e than 3600 miles. Thdect communication with some of the above Trunk Lines

OF THE SEVERAL RAILWAYS OF WISCONSIN

with headquarters at Milwaukee directly tributary to it are:

Milwaukee & St. Paul R. R.	1453 miles.	C. & N. W. R. R.: Chic. F. du Lac, Green B. Marquette & L'Anse R. R.	441 miles.	Green Bay & Miss. R. R	4 miles.
n Union R. R.		" " " Beloit, Madison & Elroy R. R.	121 miles.	West Wisconsin R. R.	212 miles
on & Portage R. R.	214 miles.	Rockf. & Kenosha R. R., 72 Harvard, Janesville & F. du Lac., 114	186 miles.	Sheboygan & Fond du Lac R. R.	78 miles.
sin Valley R. R.	39 miles.	Wisconsin Central R. R.	449 miles.	Milwaukee, Lake Shore & Western R. R.	148 miles.
	89 miles.				

l more than 3600 miles. The various Railroads of Iowa, Minnesota and the States and Territories west, are in direct communication with some of the above Trunk Lines.

With these accommodations it will readily be seen that the facilities for transporting passengers and goods are something remarkable. The competition is just sufficient to give to the general public a low tariff, an important feature. The steamers are handsomely furnished and passengers have all the comforts and attention possible; during the warm and pleasant weather thousands prefer to make their journeys by water, and the passenger traffic therefore amounts to considerable in the course of the season.

Milwaukee as a Grain Market.

Milwaukee is not merely a prominent grain market—it is *the largest* primary wheat market *in the world.* This is not a small thing to boast of, for business men appreciate the vast benefit there is to a city in handling large quantities of grain. Though it may be received to-day and shipped to-morrow, some pecuniary benefit accrues in the day's detention. Wheat sells in the Milwaukee market for a higher price than in Chicago; this is accounted for by the fact that Milwaukee wheat sells for a higher price proportionately in Eastern and foreign markets, on account of the superiority in inspection. No. 2 wheat, inspected in Milwaukee commands the highest figures anywhere, for dealers are aware that the grading has been carefully attended to and the wheat is first-class; carelessness in inspection in other markets has deteriorated the grade and consequently the price. Therefore one is not surprised to learn that, so far as practicable, all wheat raised in the Northwestern States is shipped to this city. Merely as an example we will mention that out of 75 car-loads that left a certain station in Iowa one day lately, 60 came to Milwaukee, 15 went to Chicago. The reader can estimate the proportion.

In studying the comparative tables, following, it should be remembered that the crop of 1876 was remarkably small, thus making the comparison unfavorable; it was not owing to a diversion of trade; and it should also be borne in mind that Miwaukee suffered less in comparison than any other city.

The following table shows the receipts of last year compared with 1875:

	1876.	1875.	
Wheat	18,174,817	27,878,727	bushels.
Corn	798,458	949,605	"
Oats	1,745,673	1,634,132	"
Barley	2,029,819	1,675,716	"
Rye	354,859	230,854	"
Total	23,103,626	32,378,014	bushels.

This shows a decrease in 1876 of 9,264,388 bushels. In Chicago the receipts of wheat in 1876 were 16,574,058 bushels, against 24,206,378 in 1875, a decrease of 7,632,320 bushels. On the Chamber of Commerce floor there were sold, in 1875, 193,270,000 bushels of wheat, and in 1876 230,955,000 bushels. According to the last official report the following were the receipts, shipments, etc , of wheat:

	Bushels.
Received during 1876	18,174,817
In store from 1875	3,266,966
Total	21,441,783
Shipped	16,804,394
Local Consumption	2,914,214
In store	1,723,175
Total	21,441,783

Of the remaining grains, the following table shows the receipts, shipments and consumption during 1876:

	Receipts.	Shipments.	Consumption.
Corn	798,458	96,908	700,000
Oats	1,745,673	1,377,560	300,000
Barley	1,129,819	1,235,481	822,000
Rye	354,859	220,964	200,000

The present year will show an entirely different aspect, in comparison, for the crop has proved extremely large, and the demand strong, making a brisk movement. During one week, (ending Sept. 29th) the receipts of wheat alone amounted to 1,616,000 bushels, the largest in the history of the city, or in the world.

The following table shows the shipments of flour and grain from Milwaukee during the past 32 years:

	Flour Bbls.	Wheat Bushel.	Corn Bushel.	Oats Bushel.	Barley Bushel.	Rye Bushel.
1845	7,550	95,510	.....	.....	.....	.....
1846	15,756	213,448	.....	.....	.....	.....
1847	34,840	598,411	.....	.....	.....	.....
1848	92,732	602,474	.....	.....	.....	.....
1849	136,657	1,136,023	2,500	4,000	15,000	.....
1850	100,017	297,570	5,000	2,100	15,270	.....
1851	51,889	317,285	13,828	7,892	103,840	.....
1852	92,995	564,404	2,220	363,841	322,261	54,692
1853	104,055	956,703	270	131,716	291,890	80,365
1854	145,032	1,809,452	164,908	404,999	339,338	113,443
1855	181,568	2,641,746	112,132	13,833	63,379	20,030
1856	188,455	2,761,976	218	5,433	10,398	.....
1857	228,442	2,581,311	472	2,775	800	.....
1858	298,668	3,994,213	43,958	562,067	63,178	5,378
1859	282,956	4,732,957	41,364	299,002	53,216	11,577
1860	457,343	7,568,608	37,204	64,682	28,056	9,735
1861	674,474	13,300,495	1,485	1,200	5,220	29,810
1862	711,405	14,915,680	9,489	79,094	44,800	126,301
1863	603,525	12,837,620	88,989	831,600	133,449	84,047
1864	414,833	8,992,479	140,786	811,634	23,479	18,210
1865	567,576	10,479,777	71,203	326,472	29,597	51,444
1866	720,365	11,634,749	480,408	1,636,595	18,988	255,329
1867	921,663	9,598,452	266,249	622,469	30,822	106,795
1868	1,017,598	9,867,029	342,717	536,539	95,036	91,443
1869	1,220,058	14,272,799	93,806	351,768	120,662	78,035
1870	1,225,941	16,127,838	103,173	210,187	469,325	62,494
1871	1,211,427	13,409,467	419,133	772,929	576,453	208,896
1872	1,232,036	11,570,565	1,557,958	1,323,234	931,725	209,751
1873	1,805,200	24,994,266	197,920	990,525	688,455	255,928
1874	2,217,579	22,255,380	556,563	726,035	464,837	79,879
1875	2,163,346	22,681,020	226,895	1,160,450	867,970	98,923
1876	2,654,028	16,804,394	96,908	1,377,560	1,235,481	220,964

ROBERT ELIOT & CO.,
(Established in 1855.)
Produce Commission Merchants.
SPECIALITIES:
Grain, Dressed Hogs & Live Stock,
113 MICHIGAN STREET.

L. EVERINGHAM & CO.,
DRESSED HOGS, PROVISIONS
—AND—
Grain Commission Merchants,
OFFICES:
9 & 10 Chamber of Commerce.

L. F. HODGES. - - - - J. H. SMITH.
L. F. HODGES & CO.,
General Commission Merchants.
366 & 368 BROADWAY.

E. H. CHANDLER. J. A. BROWN. G. W. CHANDLER.
CHANDLER, BROWN & CO.,
Grain, Flour, Live Stock and Produce
COMMISSION.
93 Chamber of Commerce, MILWAUKEE. 122 Washington Street, CHICAGO.

CHARLES RAY. T. E. BALDING. A. C. BUELL.
CHARLES RAY & CO.,
General Commission Merchants
6 Chamber of Commerce.

H. B. KELLOGG & CO.,
Successors to
L. H. KELLOGG & CO.,
General Commission Merchants
Established 1847.

L. BARTLETT. - - - O. MOHR.
ZINKEISEN, BARTLETT & CO.,
PRODUCE COMMISSION MERCHANTS,
90 Michigan Street, MILWAUKEE. 126 Washington St., Room 21, CHICAGO.

E. P. BACON. O. E. BRITT. M. P. AIKEN.
E. P. BACON & CO.,
GRAIN
Commission Merchants,
358 BROADWAY.

C. J. KERSHAW & CO.,
GENERAL
COMMISSION MERCHANTS,
AND PROVISION BROKERS,
7 CHAMBER OF COMMERCE.

W. P. McLAREN & CO.,
Commission Produce Buyers,
1 & 2 Chamber Commerce, MILWAUKEE. 21 Chamber Commerce, CHICAGO.
W. P. McLaren. J. A. Rice. *W. P. McLaren, J. M. Love, J. A. Rice.*

ANGUS SMITH & CO.,
COMMISSION MERCHANTS
Proprietors of Northwestern Elevators.
OFFICES: 366 & 368 BROADWAY.

A. K. SHEPARD & CO.,
COMMISSION MERCHANTS,
18 & 19 Chamber of Commerce.

PHŒNIX MILLS.
E. SANDERSON & CO.,
Manufacturers of
CHOICE GRADES
—) OF (—
Spring Wheat Flour,
EAGLE FLOURING MILLS,
J. B. A. KERN, Proprietor,
MANUFACTURER OF
Choice Family & Baker's Flours
FROM SPRING & WINTER WHEAT.

A. V. BISHOP,
COMMISSION MERCHANT,
(FLOUR AND GRAIN,)
WHOLESALE CHEESE DEALER,
81 & 83 Detroit Street.

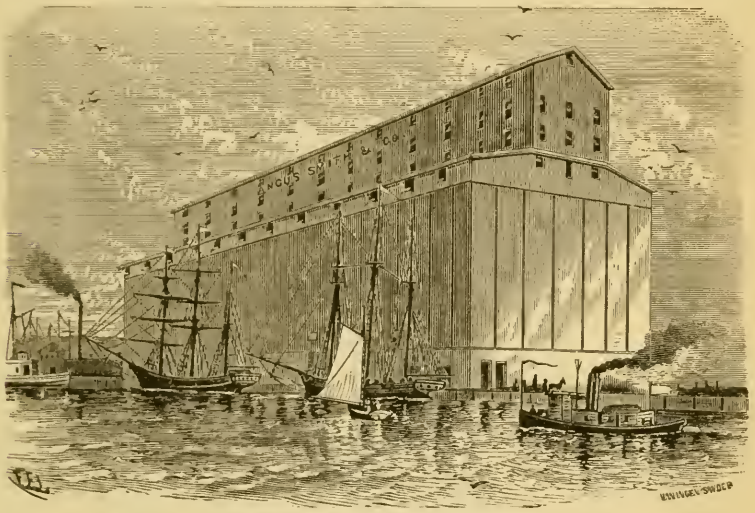
A. J. W. PIERCE & CO.,
WHOLESALE
BUTTER, EGGS
AND DRIED FRUIT DEALERS,
158 & 160 West Water Street.

E. BOARDMAN & SON,
WOOL MERCHANTS,
151 West Water Street.

These figures give the reader an idea of the enormous business in grain transacted annually in Milwaukee. The reputation of the commission merchants is first-class and, notwithstanding the heavy option business, which renders the market sensitive and liable to sudden fluctuations, very few failures are recorded from year to year. Many of the commission merchants are among the wealthiest and most substantial of our citizens.

Among the largest receivers and shippers of grain in this market are those whose cards appear upon the preceding page. It must be understood that this list does not purport to embrace all of our large operators, space at our control being limited; but the houses mentioned are representative of the wealth and energy which characterize so many of the wheat-operators and produce-dealers of the city.

It follows that with such an immense receiving and shipping business, Milwaukee must have ample elevator facilities. The C., M. & St. P. R. R.



ANGUS SMITH'S ELEVATOR "A."

has 5 elevators, (one with a capacity of 1,250,000 bushels) Angus Smith & Co. one (capacity 1,000,000 bushels), C. Manegold, Jr., & Co. one (capacity 200,000 bushels), and others, making a total of 4,500,000 bushels. But even this will not hold the wheat that at times accumulates here after the close of navigation, and therefore the elevators along the line of the railroads are brought into requisition.

In proportion to the wheat trade is the milling business. Of late several of the most prominent mills have been greatly enlarged, thus enabling them at all times to meet the demand. The most improved machinery is used and Milwaukee flour ranks as high as Milwaukee wheat.

During the past year there were manufactured by the mills in this city 647,581 barrels of flour received from inland mills 2,082,688 barrels, making a total amount of 2,730,269 barrels against 2,189,927 barrels during the previous year. But a comparatively small amount of the flour received from inland towns was put upon the market here, the mills generally having Eastern agents to whom they ship.

The following table shows the manufacture, receipts and shipments of flour for the past 18 years :

	Receipts.	Manufactured.	Total.	Shipments.
1876	2,082,688	647,581	2,730,269	2,654,028
1875	1,443,801	746,126	2,189,927	2,163,346
1874	1,616,338	735,481	2,351,819	2,217,579
1873	1,254,821	634,102	1,888,923	1,805,200
1872	834,202	560,206	1,394,408	1,231,986
1871	796,782	567,893	1,364,675	1,211,427
1870	824,799	530,049	1,354,848	1,225,941
1869	807,763	481,511	1,289,274	1,220,058
1868	567,358	624,930	1,192,288	1,017,598
1867	562,252	546,000	1,048,252	921,663
1866	495,901	328,730	824,631	720,366
1865	389,771	212,829	602,600	467,576
1864	295,225	187,339	482,564	414,833
1863	453,424	185,813	639,237	603,526
1862	529,600	221,729	751,329	711,405
1861	518,300	250,256	768,556	674,474
1860	305,208	202,810	508,018	457,343
1859	239,952	142,500	382,452	282,956

The amount of flour by barrels, manufactured by the mills of the city during the past 7 years is shown by the following table :

	1876.	1875.	1874.	1873.	1872.	1871.	1870.
Eagle Mills	160,000	150,000	166,000	162,000	158,000	150,800	142,837
Reliance Mills	70,000	115,600	110,775	17,000	15,000	122,500	86,000
Empire Mills	80,000	57,400	77,764	75,750	69,914	68,600	67,671
Phœnix Mills	128,731	120,000	66,000	86,666	56,230	57,048	63,741
River Street Mills	34,400	150,800	152,000	107,086	80,000	65,000	40,000
Ontario Mills	54,355	51,200	52,350	52,300	44,000	35,500	50,800
Cream City Mills	12,000	14,000	23,000	52,800	62,500	35,500	40,500
Kilbourn Mills	35,000	30,000	37,250	24,000	30,000	23,000	21,500
City Mills	41,605	25,561	35,342	28,000	15,000	2,000	8.000
Northwestern Mills	20,900	6,400	14,000	20,000	4,600	.....	1,900
Upper Mills	8,000	23,065	5,000	7,000	20,062	5,009	5,000
Cherry Street Mills	2,500	2,500	2,000	1,500	5,000	3,445	3,000
Total :	647,491	746,526	741,481	634,102	568,402	567,893	530,049

The receipts of general products in this city during the past year is shown by the following table :

Beans	18,683	bushels.
Peas	88,697	"
Timothy Seed	60,472	"
Clover Seed	29,720	"
Flax Seed	57,129	"
Cranberries	17,203	barrels.
Potatoes	235,814	bushels.
Butter	8,938,137	pounds
Cheese	7,035,573	"

Eggs	36,081 cases
Feed	21,453,480 pounds
Tobacco	5,000,000 "
Live Hogs	235,244 head
Dressed Hogs	112,443 "
Cattle	36,812 "
Calves	4,899 "
Sheep	34,992 "
Wool	2,916,759 pounds
Tallow	1,052,691 "
Hides and Pelts	299,548
Hops	17,052 bales
Malt	37,957 bushels

The malsters of the city handled 926,845 bushels, of which the brewers used 884,428 bushels, and 80,374 bushels were shipped to other places:

A prominent feature in Milwaukee is the pork-packing interest. There were used 135,987 barrels of salt during the past year. Building material was received as follows:

145,000,000 feet Boards and timber.
182,440,000 Shingles.
6,047,000 Lath.
282,377 Cedar Posts. Also received:

Staves and Headings	869 car-loads
Hoop Poles	310 "
Stave Bolts	946 cords
Wooden Ware	402 car-loads
Wagon Stock	351 "
Chair stock	75 "
Fire Wood	141,291 cords
Tan Bark	17,987 "
Coal	200,401 "
Stone	23,695 "
Lime	12,124 "
Cement	28,712 barrels
Plaster	6,380 "

The shipments of the chief articles of trade during the preceding year were as follows:

Hops	13,258 bales
Peas	78,260 bushels
Timothy Seed	51,498 "
Clover	21,562 "
Flax	13,380 "
Cranberries	12,267 barrels
Potatoes	165,845 bushels
Butter	7,635,322 pounds
Cheese	5,865,606 "
Eggs	17,224 barrels
Feed	54,854,640 pounds
Tobacco	5,725,253 "
Live Hogs	43,059 head
Cattle	23,906 "
Sheep	27,195 "
Dressed Hogs	25,598 "
Wool	3,317,555 pounds
Salt	1,030,034 "
Hides and Pelts	71,382
Lumber	40,916,050 feet
Shingles	124,804,000 "
Lath	178,000 "

WISCONSIN

MARINE & FIRE INSURANCE COMPANY BANK,

MILWAUKEE.

ESTABLISHED 1839,

ALEX. MITCHELL, Pres. D. FERGUSON, Cashier.

JOHN JOHNSTON, Assistant Cashier.

C. T. BRADLEY, Pres. J. H. INBUSCH, Vice-Pres.
T. L. BAKER, Cashier.

MILWAUKEE NATIONAL BANK,

SUCCESSOR TO THE

STATE BANK OF WISCONSIN,

ORGANIZED 1853.

MILWAUKEE, WIS.

Capital, $250,000 - - - Surplus, $125,000.

MARSHALL & ILSLEY,

BANKERS,

MILWAUKEE, WIS.,

ESTABLISHED 1847.

Special attention given to collections throughout the Northwest.

Interest allowed in our Savings-Department at the rate of 5 per cent per annum, payable semi-annually on January 1st and July 1st.

SOUTH SIDE SAVINGS BANK,

—) OF (—

MILWAUKEE, WIS.,

ORGANIZED 1865.

CAPITAL, - 25,000.

G. C. TRUMPFF, Pres, J. B. KOETTING, Cashier.

GERMAN EXCHANGE BANK,

ORGANIZED 1871.

CAPITAL, - $100,000.

G. PFISTER, Pres. F. KUEHN, Vice-Pres.

R. NUNNEMACHER, Cashier.

J. B. LESAULNIER Assistant Cashier.

MANUFACTURERS' BANK,

—) OF (—

MILWAUKEE, WIS.,

365 BRODWAY, (No. 1 Newhall House.)

English Exchange bought and sold at New York prices.
Collections made promptly at lowest rates.
Gold Collections made at same rates as Currency.

ALBERT CONRO, Pres. I. A. HASBROUCK, Vice-Pres.
W. T. CANDEE, Cashier.

THE FIRST NATIONAL BANK,

—) OF (—

MILWAUKEE, WIS.,

UNITED STATES DEPOSITORY,

CAPITAL. - $200,000.

(Successors to Farmers & Millers' Bank, organized 1853.)

ED. H. BRODHEAD, Pres. H. H. CAMP, Cashier.

F. G. BIGELOW, Assistant Cashier.

THE

NATIONAL EXCHANGE BANK,

—) OF (—

MILWAUKEE, WIS.,

UNITED STATES DEPOSITORY

CAPITAL, - $200,000.

C. D. NASH, Pres. W. G. FITCH, Cashier.

SECOND WARD SAVINGS BANK,

CAPITAL, - $200,000.

ORGANIZED IN 1855.

Main Office: Corner West Water and Third Streets,

BRANCH OFFICES:

Corner Vliet and Mill Street, Ninth Ward.
Corner Reservoir Avenue and Third Street, Sixth Ward.

VAL. BLATZ, Pres. W. H. JACOBS, Cashier.

CHAS. C, SCHMIDT, Assistant Cashier.

GEO. G. HOUGHTON. R. P. HOUGHTON.

SAM'L McCORD

HOUGHTON, McCORD & CO.,

BANKERS,

MILWAUKEE, WIS.,

OFFICE:

Cor. East Water & Michigan Streets.

EDWARD O'NEILL, Pres. JOHN BLACK, Vice-Pres.

ALBERT B. GEILFUSS, Cashier.

BANK OF COMMERCE,

—) OF (—

MILWAUKEE, Wis.

Cash Capital, $100,000 - - - Surplus, $30,000.

ESTABLISHED - - - - - 1868.

CRAMER & CO.,

BANKERS,

FOREIGN EXCHANGE A SPECIALTY.

General Western Agents for the

GUION MAIL LINE OF TRANSATLANTIC STEAMERS

365 East Water St., Milwaukee

Our Banks.

The disastrous news from St. Louis, and more recently from Chicago, of the failure of several savings banks, points only again to the sharp contrast between those cities and Milwaukee. While a lack of confidence and general suspicion seems to pervade the air elsewhere, here there has not been the least sign of disquiet, and the banks are able to show clean records and sufficient ready capital to meet all demands. Through the various financial crises which have shaken the country from one extremity to the other, Milwaukee has passed with scarcely a mark to tell the tale. Indeed, as to her banks, as with her merchants, a history of them becomes almost monotonous so universal is the constant repitition of soundness and success.

There are in Milwaukee 14 banks, 3 of which are national banks. The oldest institution of the kind in the city is the Wisconsin Marine & Fire Ins. Co.'s Bank, of which Alexander Mitchell is President. The history of this remarkably staunch institution, which came into existence during the famous "wild-cat" days, but commenced and always has continued a legitimate banking business, would prove of interest; but so would the course of the other banks which have, despite the financial depression everywhere felt at various periods, unhesitatingly met, with not even the delay allowed by law, every call of their depositors; of course we have no space for this. We can but repeat a previous remark, and say that during all the troublous times the banks of Milwaukee have added to their reputation and strength by promptly meeting all calls. Even during the panic of 1863 it was impossible to create a "run" upon any of the institutions here, and notwithstanding the lack of general faith engendered by the late failures in Chicago and elsewhere, our savings banks have not been the object of suspicion. The record is indeed one of which to be proud.

The volume of business transacted by the banks of Milwaukee has largely increased during the past year, as compared not only with 1876, but with all previous years. For example, the business of the week ending Sept. 29, as shown by the bank deposits, etc., evinced a gain over the corresponding time of last year of 8½ per cent.; the exchanges during the three weeks ending at the same time showed a gain of 75½ per cent. over the corresponding time of last year. The heavy movement in grain accounts for the larger share of this remarkable increase, the banks reporting business all that they could ask. Owing to the short crop of wheat in 1876, the bins all over this country and Europe were swept clean by the time the crop of 1877 was harvested and put upon the market; this consequently produced a heavy demand for the cereal, and, notwithstanding the immense quantity daily pouring in it is eagerly seized to fill Eastern orders; an increased, a very largely increased demand for exchange follows—which facts account for the remarkable increase in that branch of the banking business noted above. To a certain degree all of the other wheat-receiving points show gains; but Milwaukee outstrips them.

With the exception of but a few, all of the banks and bankers belong to the Clearing House Association, which is conducted by prominent members of the business, elected annually.

The following table shows at a glance the total deposits of the banks of Milwaukee for a period of six sears:

1876.....	$401,087,625.49	1873.....	$451,684,356.90
1875.....	448,323,027.71	1872.....	362,117,630.99
1874.....	430,607,930.40	1871.... ...	350,651,513.36

As has been before remarked, the past year proves a very unfavorable one in comparison with former times, owing to the general depression which prevailed; but the year 1877 will make ample amends.

WILLIAM E. SMITH. JUDSON A. ROUNDY. SIDNEY HAUXHURST.

SMITH, ROUNDY & CO.,

WHOLESALE GROCERS

333 & 335 East Water Street,

MILWAUKEE, - WISCONSIN.

As one of the oldest, largest and most reliable Drughouses, (established 1843) we name that of

F. J. BOSWORTH, PARIS, FRANCE. **H. BOSWORTH & SONS,** B. B. HOPKINS. E. C. HOPKINS. MILWAUKEE

—o: MILWAUKEE, :o—

Wholesale Druggists,

and direct Importers of

FOREIGN DRUGS, CHEMICALS & FINE LIQUORS.

Are among the *heaviest dealers* of

Fine Kentucky Whiskys, have the largest stock of Druggists' Sundries

Cigars, Paints, Oils, Varnishes, Glass, Brushes, Etc.,

which they offer to the trade *at prices and terms* which defy competition.

☞Our Mr. F. J. Bosworth residing in Europe affords us many advantages in foreign purchases.☜

THE HISTORY OF MILWAUKEE'S COMMERCIAL STANDING

has always been a matter of great pride to our citizens—but more particularly is it so in the light of late events in other cities. The credit of Milwaukee merchants at the East is, comparatively, unlimited. Of course it cannot be said that there have been no failures in commercial circles, especially during the extreme business depression of the last four years, but it can be said that no city can show such a limited number of business disasters during the same length of time. The truth is, Milwaukee merchants of every class commenced business on a foundation built by their own capital, and therefore only as broad as their capital would warrant; this they enlarged only as rapidly as their own capital would justify, and the result is that the merchants own their stocks, their buildings in many cases, and conduct their enterprises within the limits of their means. Therefore, although the telegraph brings to Milwaukee the news of frequent financial distress and commercial failures in other cities, it very seldom conveys from Milwaukee an equally doleful story.

The city is noticeably lacking in one particular, viz: capacity for "blowing her own trumpet;" there is a modesty about the manner in which our merchants conduct their immense transactions, that is as refreshing as it is novel; the daily journals, although proud of the metropolis and ever ready to do it justice, seem to carefully abstain from anything like "puffing;" and so it occurs that notwithstanding the high credit accorded Milwaukee merchants in Eastern cities—notwithstanding the really large volume of business daily carried on—there is very little bluster and talk about it. The truth is only seen when a financial crash is heard from other cities; even as in the case of mere "bluster," this also is not heard here. The merchants have a deserved reputation for the fairest treatment of customers.

Doing business on property owned by themselves; and with stocks all paid for, it is a matter of course that our merchants can offer greater inducements to country buyers than can the merchants of many other cities who have interest and heavy rental to add to their other expenses.

Successful as has been the general trade in the past, the future is by far more promising. The bountiful harvest, of which the Northwest holds such an important portion, has set the wheels of commerce into more rapid revolution; and the merchants represent that orders overwhelm them. The business sky looks cheerful and bright, and confidence is again entirely restored.

The statistics have given the reader a comprehensive insight into the wheat trade of Milwaukee, and it should be remembered that just so much as that increases, so much the greater impetus is given to the entire mercantile life. The difference between last year and the present it will be difficult to express, but some idea may be formed by dwelling upon the fact that the receipts of wheat here now are larger than they ever were at any place in the world. We allude, of course, to any primary wheat market. The reader can as readily deduct inferences from this statement, as can we.

The wholesale trade of Milwaukee is constantly on the increase. In the line of sugar and general groceries the reputation of our city is already made. In boots and shoes, clothing, notions,, hats and caps, dry goods, teas, coffee and spices, drugs, heavy and shelf hardware, etc., the trade is admirably represented, and other branches might be as prominently mentioned but will appear under the appropriate heading of manufacturing interests. It is proper to remark in this connection, that the proximity of so large a place as Chicago might reasonably be expected to lessen the importance of the lines above spoken of; but such does not seem to be the fact. The absolute surety that the purchaser has of fair treatment, proved by the history of the city, is a recommendation that stands in good stead always.

EDWARD H. BALL. JOHN R. GOODRICH.

BALL & GOODRICH,

GROCERS,

TEAS AND TOBACCO A SPECIALTY.

299—303 East Water Street,

MILWAUKEE.

DURANDS, ROBINSON & CO.,

Wholesale Grocers,

318, 320 & 322 EAST WATER STREET.

MILWAUKEE.

Milwaukee has the further advantage of being a port of entry. There is, therefore, no necessity for our merchants to handle importations through middle-men when they can see a benefit in direct purchase from European sources. Nearly all of our large firms are importers direct to a greater or less degree; the value of this privilege is apparent to all concerned.

As our railroad system expands (and this is constantly) the business interests of the city follow, and so we find that one must keep close watch of the streets to inform himself as to the progress going on; otherwise he soon ascertains that he knows little about his own place. We confidently assert that very few of those who have resided in Milwaukee for many years thoroughly appreciate the rapid growth of the metropolis during that period. In seven years the population has nearly doubled, and business has increased proportionately; and yet all of this has been so quietly done that those who have lived through it all appreciate it less than others who learn of all the facts at one time. Manufactories have sprung up, achieved a reputation and established a business so thorough and secure, that we are apt to take it for granted that they have existed since the city's start; numerous new wholesale houses have opened their doors and secured their share of she general patronage; but so quietly and unostentatiously has it been done that only those whose business it is to chronicle these events can accurately respond to inquiries regarding data. To sum it all up in a few words, Milwaukee is very much more of a city than even Milwaukeeans are apt to imagine. The elements of a great city are here, and nothing short of a miracle can preven them from combining to produce their natural result. A miracle is not looked for.

The receipts of some articles of groceries, etc., were as follows, during the past year:

Coffee	35,781 sacks	Tea	14,279 pckgs
Sugar	99,294 bbls	Oil	44,758 bbls
Sugar	401 hhds	Nails	76,470 kegs

The wholesale trade of Milwaukee during the past year, despite the depression everywhere noticed, increased about 8 per cent. over that of the previous year, as shown by the following tables:

	1876.	1875.
Groceries	$10,917,500	$9,925,000
Dry Goods	5,483,500	4,985,000
Leather	4,528,700	4,117,000
Hardware	3,182,500	3,350,000
Boots and Shoes	2,677,500	2,550,000
Drugs	1,898,500	2,675,000
Sash, Doors and Blinds	1,127,850	1,095,000
Hats, Caps and Furs	1,512,000	1,499,000
Furniture	654,750	675,000
Cigars and Tobacco	2,750,000	2,500,000
Coffee and Spices	1,320,000	1,200,000
Yankee Notions	1,023,750	975,000
Millinery	643,750	625,000
Crockery and Glassware	1,428,000	1,400,000
Machinery	2,047,500	1,950,000
Books and Paper	735,000	700,000
Wood and Coal	1,826,800	1,660,000
Beer	4,082,500	3,550,000
Iron	3,067,050	2,921,000
Wines, Liquors, etc	3,575,000	2,250,000
Distilleries	1,685,657	1,512,000
Brick	180,250	1,75,100

DUTCHER, COLLINS & SMITH,

IMPORTERS AND JOBBERS OF

TEAS,

J. A. DUTCHER.
W. A. COLLINS.
E. A. SMITH.

MILWAUKEE, WIS.

JOHN NAZRO & CO.,

ESTABLISHED IN 1844.

NO'S 314 & 316 EAST WATER ST., MILWAUKEE,

WHOLESALE

HARDWARE,

—o: AND :o—

GENERAL DEALERS

IN A L KINDS OF

House-Keeping Goods, Mechanics' Tools,

Tinners' Stock & Tools. Cutlery, &c., &c.

—o: 1877. o:—

CHARLES H. ANSON. FRANK A ANSON.

ANSON BROTHERS,

IMPORTERS AND JOBBERS OF

FANCY GROCERIES,

307 EAST WATER STREET.

NOTE.—The above firm is composed of young men who commenced business in 1868 and have by strict integrity and personal attention to their business built up the largest trade in their line of goods in the Northwest. They handle Green Fruits, Dried Fruits, Nuts, Canned Goods, &c. from all parts of the world, in immense quantities, during their season, and in fact meet any and all competition. Orders by mail and telegraph will be carefully filled —Com.

Business Portion of the City.

Having thus briefly examined the railroad system, the shipping interests, general grain trade, mills, banks, etc., etc., of Milwaukee, let us glance at some of the localities where these interests centre and are cared for. We find that chief among business streets on the East Side are East Water, Broadway, and Wisconsin streets; on the West Side, West Water street, the lower portion of Grand Avenue, Third, Chestnut and Winnebago streets; on the South Side Reed, Clinton and other streets. The accompanying illustration is of East Water street, looking south from the corner of Huron. This street is the oldest, as well as the principal business thoroughfare in the city, having been laid out by Juneau in 1835. For a distance of about one mile, (from Mason street to East Water street bridge) the street is lined with wholesale houses. Wooden structures have entirely disappeared, and handsome brick, iron or marble edifices have been substituted. From morning until late in the even-

EAST WATER STREET LOOKING SOUTH.

ing the street is full of life and bustle, indicating activity in the various branches of business represented. The pavement is Nicholson, and is carefully kept in repair, a matter rendered specially necessary by the passage of teams conveying heavy loads of merchandise to and fro.

The building on the left-hand corner in the accompanying illustration is the bank of Marshall & Ilsley—the wholesale grocery house of Durands, Robinson & Co. follows, still beyond this comes the well-known hardware store of John Nazro & Co. On the right-hand corner is the prominent wholesale tea house of Dutcher, Collins & Smith (importers), and further down, among the other solid and substantial houses of their kind, will be found the wholesale grocery house of Ball & Goodrich and of Anson Brothers, specialists in fancy groceries.

North from Huron street, for a distance of several blocks, we find a continuation of wholesale business houses. Among these the well-known firms of Smith, Roundy & Co., H. Bosworth & Sons, Atkins, Ogden & Co., C. H. Hamilton & Co., and others, whose buildings are illustrated on succeeding pages.

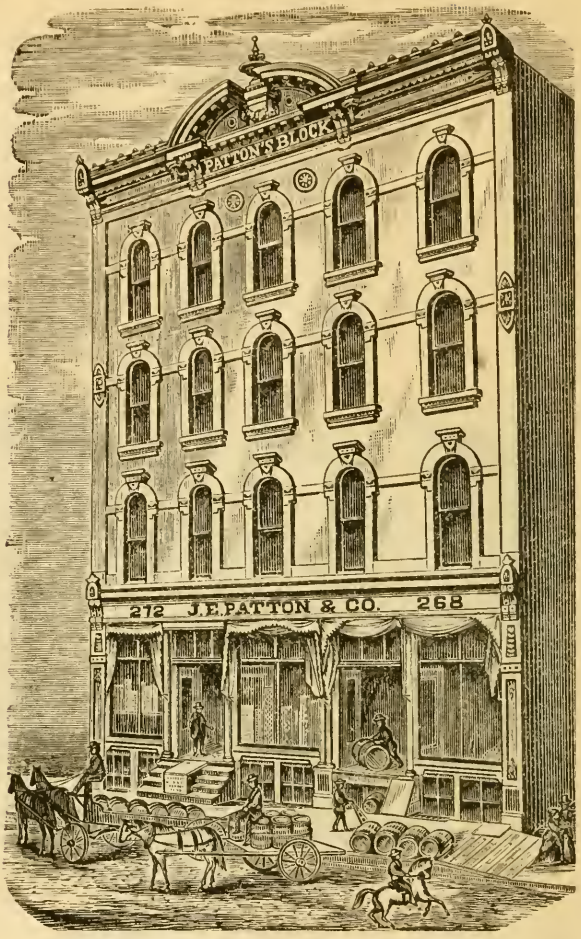
J. E. PATTON & CO.,

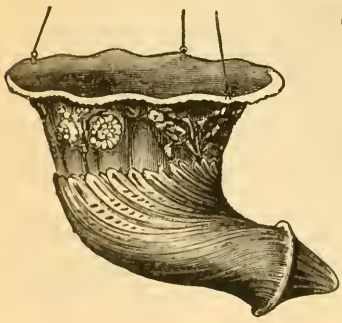
NOS. 268, 270 & 272 EAST WATER STREET, (STORE, 51 x 223 FEET.)

Manufacturers of

WHITELEAD, COLORS, PUTTY, also **COLORED LEAD,** not "mixed or liquid paints," but the White Lead and Colors necessary to get the desired shades ground together, when mixed with Linseed Oil will make the shades of color as represented on our color card. Also Dealers in

WINDOW GLASS, BRUSHES AND ALL KINDS OF PAINTERS' MATERIALS.





C. HENNECKE & CO.

79, 81 & 83 BUFFALO ST.,

Dealer in

Self-Acting & Other Fountains,

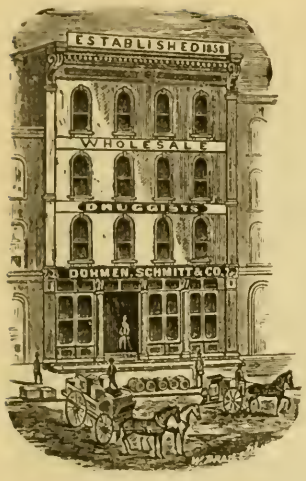
GARDEN VASES, PLANT STANDS,

AQUARIUMS, GOLD FISH, &c.

And Manufacturers of

PLAIN, FANCY & RUSTIC FLOWER POTS AND VASES.

Send for Illustrated Catalogue.



At Nos. 267 and 269 East Water street we find the widely-known drug house of

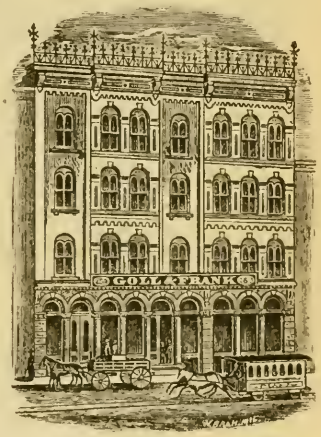
Dohmen, Schmitt & Co.

(the members of the firm being Messrs. F. Dohmen, W. Schmitt, C. A. Meissner and Edward Schmitt.) This house was established in 1858, and, by fair and courteous treatment of its customers, has established itself among the foremost in its line in the West. The firm also imports a large portion of its stock directly from Europe and enjoys a well founded reputation for the reliability and purity of its goods. In 1869 a great fire swept away the entire store, and though loosing heavily the firm availed itself of the opportunity of all the modern improvements in their present new edifice. The Store is 35 feet wide and 130 feet deep, besides a separate building, used as a laboratory, which is in the rear of the main store.

Adjoining, is found the old-established dry goods house of

Goll & Frank,

which was founded in 1852, and has steadily increased in popularity. Their handsome building which contains their immense stock of goods (Nos. 259, 261 and 263 East Water street) is 60 by 150 feet, and even this much room scarcely suffices to hold the constantly-growing business, which is already extended almost over the entire Northwestern States and Territories.



On the same side of the street, in the next block, is the wholesale liquor establishment of

Emil Kiewert & Co.,

who established business here in 1856, and have, by satisfaction to customers, gained an enviably large trade. The handsome building, shown in the illustration, was purchased by the firm in 1866, and is filled with choice brands of the various liquors, wines, &c. The establishment is also one of the largest rectifying houses in the city.

SHADBOLT & BOYD,

DEALERS IN

IRON AND STEEL,

CARRIAGE

—o: AND ;o—

WAGON

Hardware.

Wood Work and Trimmings.

241, 243 & 245 East Water St., Milwaukee.

E. J. & WM. LINDSAY,

JOBBERS OF

Farm Machinery,

IMPLEMENTS,

—) AND (—

HARDWARE SPECIALTIES.

Our catalogue and descriptive price-lists mailed free on application.

SALES-ROOMS:

236 EAST WATER STREET.

WARE-HOUSE:

FLORIDA STREET, opposite Chic. & N. W. Railway Freight Depot.

Retracing our steps and starting north on East Water street, at Huron street bridge we see the imposing edifice erected, owned and occupied since 1869, by the firm of

J. H. Rice & Friedman,

(ESTABLISHED 1856.)

wholesale dealers in yankee-notions, hosiery, linen and white goods, shawls, ribbons, yarns, Ladies and Gents' furnishing goods; widely and favorably known as enterprising, and honorable merchants.

We find here one of the many instances where from a small beginning by careful, judicious management, fair dealing, etc., a very large business, second to none in our city in its line, has been built up.

On Huron street, near East Water, we notice the accompanying block.

The largest importing-house in the line of toys, fancy goods, etc., in the state, confining itself strictly to the wholesale trade, is that of

A. Meinecke & Co.,

established in 1855. The firm receives all of its willow goods, baskets, etc., from its own factory the well-known "Milwaukee Willow Works." On Jan. 1st, 1877, Fred Gœtz and Carl Penshorn (the latter the nephew of Mr. Meinecke) became interested in the above firm.

J. G. Mann, E. Frank Beals. } Milwaukee. **Mann, Beals & Co.** Boston. { Alexis Torrey. E. S. Beals.

The above firm has been in business eleven years, in the building shown above. It manufactures its stock in Boston and sells more Eastern goods than any other house in that branch of the trade in the city. This fall the firm has laid in an immense stock and marked the figures to lowest prices.

This neighborhood seems to be a favorite one for the Wholesale Boot and Shoe trade. In close proximity to one another are the majority of houses in this important branch of trade in the city. Among these we take pleasure in mentioning the firm of Atkins, Ogden & Co., successors to Atkins, Steele & White, (established 1848.)

ESTABLISHED 1848.

ATKINS, OGDEN & CO.

Successors to ATKINS, STEELE & WHITE,

Manufacturers and Jobbers of

BOOTS AND SHOES,

334 & 336 EAST WATER ST.,

ALBERT H. ATKINS.
JOHN G. OGDEN.
HENRY L. ATKINS.

MILWAUKEE.

C. H. HAMILTON & CO.,

Wholesale Dealers in FLAT, BOOK, WRITING, WRAPPING and BUILDING

PAPERS,

AGENTS FOR

Brown's Ledger,

Crane's Linens,

Hurlbut, Clifton,

and Cream City

FLAT PAPERS.

346 East Water Street,

Milwaukee.

WEST & CO., Wholesale Booksellers & Stationers,

School Books,

MISCELLANEOUS BOOKS,

Juvenile Books,

NOTIONS, &c.,

Blank Books

—(FOR)—

Counties, Rail R. Co's.

—(AND)—

BANKERS

made to order.

BLANK BOOK

MANUFACTURERS

Established in 1857.

347 & 349

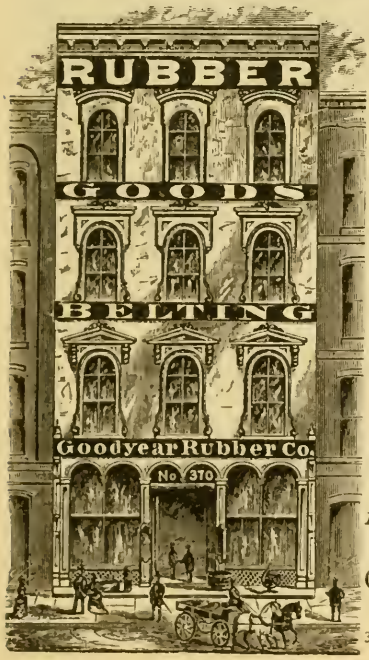
EAST WATER ST.,

MILWAUKEE.

H. H. WEST,

S. H. COLE.

EDWARD F. ELWELL.



Send for Price List of

RUBBER-

Boots, Shoes,
Coats, Cloaks,
Pants, Leggins,
Hats, Caps,
Blankets,
Gloves, Mittens,
Diapers, Bibs,
Sheeting,
Corks, Brushes,
Combs, Mirrors,
Balls, Dolls,
Rattles, Toys,
Pipes, Pouches,
Stems, Webbing,
Buckets, Pails,
Spittoons,
Cuspadores,
Dress Shields,
Glove Cleaners,
Cuff Pins,
Shawl Pins,
Sleeve Buttons,
Vest Chains,
Guard Chains,
Ear-rings,

Napkin Rings,
Teething Rings,
Lockets,
Bracelets,
Thimbles,
Match Boxes,
Cigar Cases,
Piano Covers,
Organ Covers,
Horse Covers,
Horse Boots,
Trotting Rollers,
Interfering Straps,
Curry Combs,
Carriage Cloths,
Door Mats,
Door Springs,
Wagon Springs,
Plant Sprays,
Chair Tips,
Slop Jars,
Finger Cots,
Belting,
Packing,
Hose, Tubing,

Beds, Pillows,
Cushions,
Bags,
Pencils,
Penholders,
Rulers,
Inkstands,
Bands,
Erasers,
Corks,
Flasks,
Funnels,
Scoops,
Gymnasiums,
Wringers,
Atomizers,
Syringes,
Nipples,
Tumblers,
Stockings,
Umbrellas,
Canes,
Inhalers,
Mattings,
Etc., Etc.

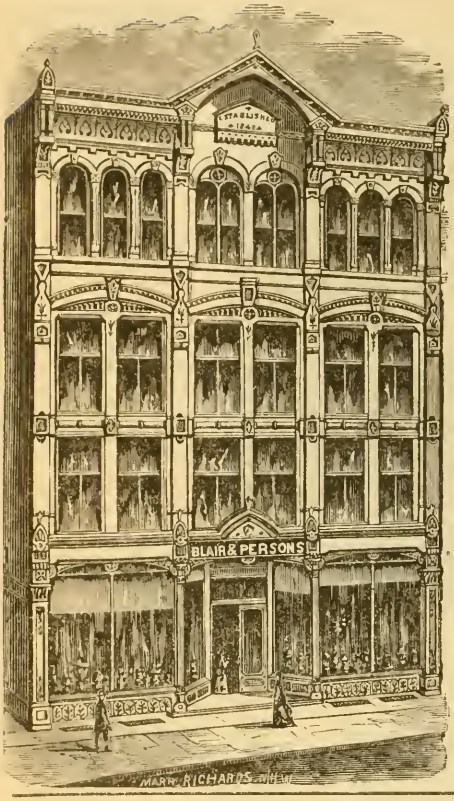
Leather Belting and Lacing,
Table and Carriage Oil Cloths,
Goodyear Weather Strips, to

GOODYEAR RUBBER CO.

JAS. SUYDAM, Agent,

370 EAST WATER STREET, - - - MILWAUKEE,

Branch of Goodyear Rubber Co., New York.



ESTABLISHED 1843.

BLAIR & PERSONS,

Importers and Jobbers of

CROCKERY

—AND—

CUTLERY,

China, Glassware,

Lamps,

Looking Glasses,

Yellow and Rockingham Ware,

354 & 356 East Water St.,

MILWAUKEE.

ESTABLISHED 1844.

SIMONDS AND BROOKE,

MANUFACTURERS AND DEALERS IN

CLOTHING,

CLOTHS, CASSIMERES, TAILORS' TRIMMINGS,

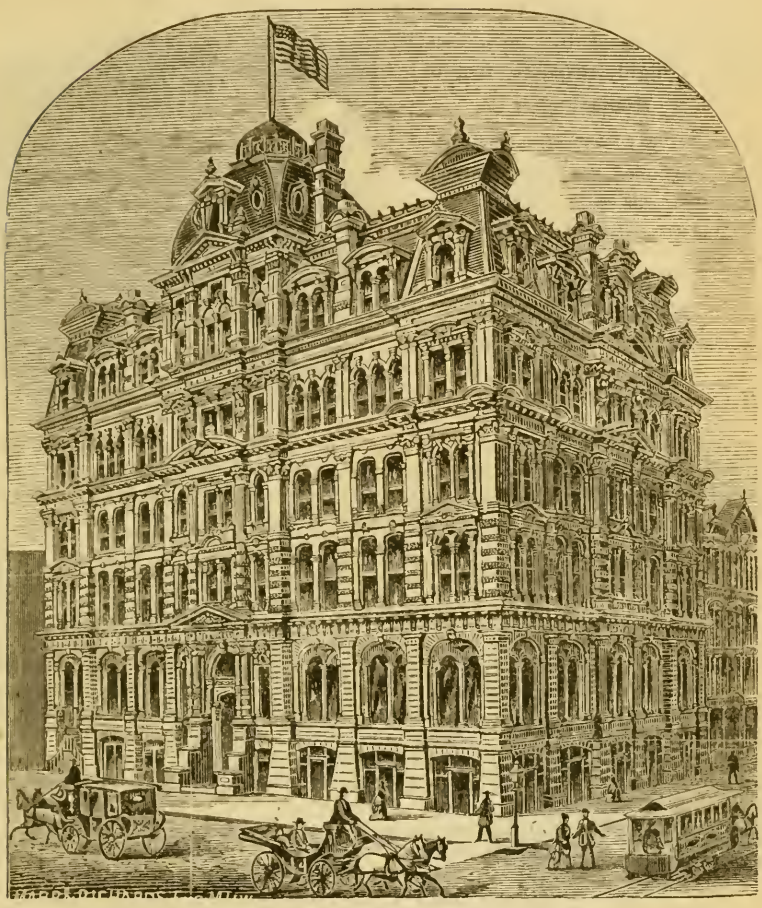
—o: AND :o—

FURNISHING GOODS,

392 EAST WATER STREET,

C. SIMONDS,
WM BROOKE.

MILWAUKEE.



ALEXANDER MITCHELL'S BUILDING.

The Northwestern National Insurance Company was incorporated on Feb. 23, 1869, and commenced business July 1st in the same year with a capital of $150,000. At first the business was confined to Wisconsin, but during 1870-71 gradually extended over the neighboring states of Minnesota and Illinois. By the great fire in Chicago, in October, 1871, this young company lost $250,000, but paid it promptly. Since then the capital of the company has been increased and the business extended over 22 states and territories with success. Losses to the amount of $1,675,000 have been paid. The capital of the company now is $600,000, and its cash assets $877,000. The control of the business is in the hands of a board of directors consisting of 19 members of the company, selected from among Milwaukee's best known and most substantial men. The present officers are: President, Alexander Mitchell; Vice-President, Alfred James; Secretary, John P. McGregor; Treasurer, David Ferguson.

Directly opposite the great Mitchell Building we notice the large building occupied by the old-established and highly respected firm of

H. Niedecken & Co.,

361 AND 363 EAST WATER STREET,

whose business was established when Milwaukee was still in its infancy.

They are extensively engaged in the

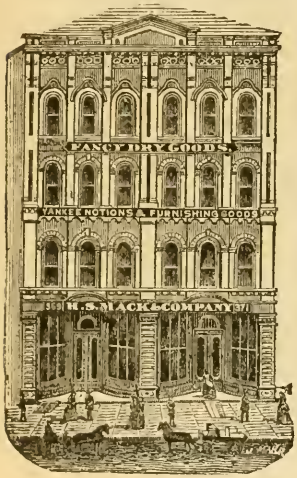
BLANK BOOK MANUFACTURING-,

PAPER-

COUNTING-HOUSE, FANCY-

—AND—

SCHOOL-STATIONERY BUSINESS.



A few doors further north is seen the large building Nos. 369 and 371 East Water street, occupied by the Mess. Herman S. and Hugo Mack, who came to Milwaukee as early as 1850 and who have by energy and fair dealing built up one of the largest business in Fancy Dry Goods, Notions and Furnishing Goods in the Northwest and count among the solid men of the city. Since 1872 this firm has been largely engaged in the manufacture of knitted Scarfs, Jackets and fancy Woolens, and has made shipments of same to nearly every State in the Union. Thus the Wool product of the West is turned into manufactured goods in our midst instead of being shipped East for the same purpose. Their enterprise has led them to commence on January 1st. 1877 the manufacturing of Shirts, Overalls and in fact many of the articles belonging to their furnishing department.

MULLEN BROS. & CO.,

IMPORTERS AND JOBBERS OF

WOOLENS

—) AND (—

TAILORS' TRIMMINGS,

379 EAST WATER STREET,

ANDREW MULLEN.
JAMES MULLEN.
CHARLES CATLIN.

MILWAUKEE.

Parallel with East Water street is Broadway, formerly known as Main street. It partakes of the same general character as East Water street, being largely occupied by wholesale houses. The view here given is from Mason street, looking south. At the corner of Wisconsin street can be seen the front of the most prominent structure on the street, the palatial building erected by the Northwestern Mutual Life Ins. Co. It is built of lime-stone and iron, (fire-proof) and embellished with colossal red Scotch granite columns, and presents an elegant appearance. Directly opposite this is the well-known Library building, and in the background looms up the Newhall House. On the intersecting streets, in this locality, are many prominent buildings, the locations of well-known business houses, but these we shall mention at their appropriate time. *One of the Leading Institutions of Milwaukee is the*

NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY.

This Company commenced business in 1859, without a dollar of capital, (it being purely mutal in all respects) and in eighteen years has accumulated *assets exceeding $18,000,000.*

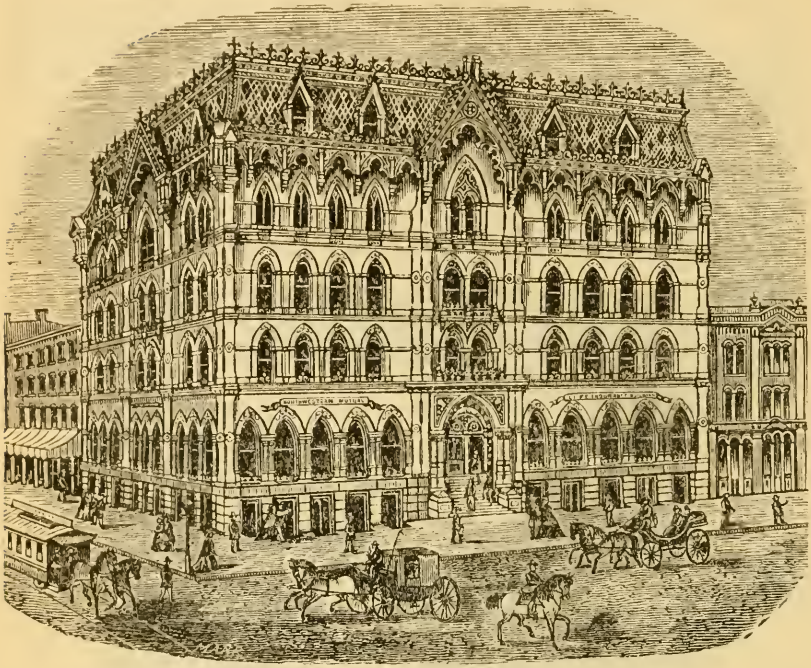
On the 1st day of July, 1877, the surplus of the Company, after providing for all liabilities, present and future, including 4 per cent. reserve, was $2,887,285.62, as determined by the Insurance Commissioners of five different states, after a protracted and searching investigation of the Company.

The Company has paid to representatives of deceased policy-holders and to living members, in dividends, over *Fourteen Million Dollars.*

The Company invests its funds upon improved real estate security, at Western rates of interest, and it has now thus placed over eleven and a half million dollars on real estate security valued at nearly forty-three million dollars.

Its location enables it to select the choicest securities, and to command the highest rates of interest.

The interest receipts of the Company since its organization have more than equalled its losses by death, and 1876 was the third year in succession in which its interest receipts exceeded both its combined disbursements for death claims and expenses.



THIS IS A SHOWING THAT CAN BE MADE BY NO OTHER COMPANY.

Interest receipts since organization	$7,412,193.93
Death losses paid since organization	5,726,365.12
Excess of Interest receipts	$1,685,828.81

THE NORTHWESTERN has had for the past fourteen years the lowest average rate of mortality of any large company.

This Company holds a reserve on the highest standard known to American experience (Actuaries' 4 per cent.)

The surplus of THE NORTHWESTERN is greater, in proportion to its liabilities, than that of any other company.

THE NORTHWESTERN is now paying larger dividends than any other company in the country. On a life policy issued in 1859, at the age of 35, for $10,000, with an annual premium of $268.70, (reduced to $264.90 in 1869,) the dividend for 1877 is $179.80, or 67 per cent. of the premium. This dividend is on the *policy proper*, exclusive of the dividends earned on previous additions. When dividends have been applied to purchase additions, the earnings are proportionately increased.

The recent examination of the company which was made by Jesse K. Hines, Insurance Commissioner for Maryland; Peter Doyle, Secretary of State and ex-officio Commissioner of Insurance for Wisconsin; S. H. Rhodes, Insurance Commissioner of Massachusetts; John F. Smyth, Superintendent of Insurance of New York; T. B. Needles, Auditor P. A., and ex-officio Insurance Commissioner of Illinois, resulted in a most flattering indorsement of the company and its management. Copies of the report of the commissioners on the condition of the company may be obtained on application therefor.

During the last few years very many beautiful business blocks have been erected in Milwaukee, of marble, limestone, red sandstone and iron, and upon some of them the ornamentation has been the work of real art. No better illustration of this can be given than the magnificent bank-building just erected by Alexander Mitchell, on the corner of East Water and Michigan streets—an illustration of which is given on page 59. The building (which with the ground cost $600,000) can truly be called artistic as well as eminently practical, and is an honor to its builder, the supervising architect (E. Townsend Mix) and Milwaukee. It is constructed of Ohio sandstone, with the portals of highly-polished Aberdeen granite. No matter to what elegance the city attain, this building must ever remain among the most handsome in the entire Northwest.

Below we have, in the foreground, a better view of the Newhall House than that presented in a preceding view of Broadway, for this illustration represents Broadway from Michigan street, looking north. In the background we see again the Northwestern Mutual Life Ins. Co.'s building, in the upper

story of which was for a number of years located the U. S. Signal Service office for this city. The new Mitchell block, the observatory on that building being the highest in the city and therefore specially well adapted for the use of the service, now contains it.

Directly opposite the Newhall House are the offices of the American and United States Express companies. As before stated, Broadway is largely given up to wholesale business. On either side, in the locality represented above, we find extensive wholesale millinery, notions and clothing houses, and, in the block just south of Michigan street, large dry-goods, clothing and other establishments. We have space but for a few of these on the next page. The lower portion of the thoroughfare, towards the river, is occupied by various manufactories, and the hum of industry sounds at all hours. The street is well paved and presents a scene full of life and energy. From its central location, and many advantages, it is destined to remain one of the chief avenues for wholesale business. On the southwest corner of Michigan street and Broadway is the building occupied by the Chamber of Commerce; the accommodations are hardly what such a prominent organization requires, and therefore, ere long, the Chamber of Commerce will erect a building for itself.

H. S. MANVILLE,

IMPORTER AND JOBBER OF

Notions, Hosiery and Furnishing Goods,

AGENT FOR GRAY'S COLLARS,

382 & 384 Broadway, Milwaukee, Wis.

A. W. STRAW. W. H. ELLSWORTH. JOE BRANDT.

STRAW, ELLSWORTH AND BRANDT,

WHOLESALE HATTERS,

CAPS, FURS, STRAW GOODS, GLOVES, MITTENS, ROBES, UMBRELLAS, Etc.,

354 & 356 Broadway, Milwaukee.

ESTABLISHED 1869.

LANDAUER & CO.,

IMPORTERS AND JOBBERS OF

DRY GOODS AND NOTIONS,

347 & 349 BROADWAY,

NEW YORK: 115 & 117 WORTH STREET. *MILWAUKEE.*

ESTABLISHED 1849.

CHARLES E. STORM AND CO.,

SUCCESSORS TO

SEXTON BROS. & CO. AND STORM, HILL & CO.,

IMPORTERS AND JOBBERS OF

Dry Goods and Notions,

132 Church St., New York, - - Broadway & Huron St., Milwaukee.

MERCHANTS MILLS.

CORNER BROADWAY AND DETROIT STREET.

Ground Coffee

SPICES,

White Lily and King Baking Powders

PREPARED MUSTARD,

George & Chas. Hummel's Essence of Coffee.

JEWETT & SHERMAN COMPANY,

PROPRIETORS.

THE SILOAM MINERAL SPRING

is located in the first ward of this city. The wonderful cures by the use of this water, for all diseases of the Kidneys, Dyspepsia, etc., are attracting the attention of people in all parts of the United States.

For particulars, address

SILOAM MINERAL SPRING CO.
MILWAUKEE, WIS.

A. L. KANE,

Real Estate and Loan Broker,

397 BROADWAY, MILWAUKEE.

Special attention paid to investments, collections of rents, payment of taxes, etc. Refer to

First National Bank,
Bank of Commerce, or
Wis. Marine & Fire Ins. Co.'s Bank

D. D. FRENCH,

CITY TAILOR,

389 Broadway.

Having done the Finest, Most Fashionable and Successful

MERCHANT TAILORING,

IN MILWAUKEE FOR 23 YEARS,

Gives me confidence that I can please any one in want of FINE GARMENTS.

C. H. SWEETLAND,

MANUFACTURER OF

SEGARS,

FROM THE FINEST GRADES OF FOREIGN AND DOMESTIC LEAF TOBACCO,

And Dealer in Smoking, Chewing and Leaf Tobaccos,

387 BROADWAY, MILWAUKEE.

NOTE.—We wish to call the attention of the trade to the House of C. H. Sweetland, a practical Manufacturer and Wholesale dealer in Segars and Tobacco, who established his business in this place twenty years ago and by industry and perseverance has built up his present extensive trade, and with his long acquaintance with the principal Eastern Houses in his line has facilities for supplying the trade that cannot be surpassed in the Northwest. Orders promptly attented to and satisfaction guaranteed.—Com.

Sherman

PHOTOGRAPHER,

385 BROADWAY.

Permanent photographs a Specialty. All kinds of pictures copied or enlarged to any size.
Stereoscopic Views of Milwaukee and environs.
Awarded first premiums in every instance when exhibiting in competition for prizes.

Upon reaching Wisconsin street we find ourselves in the center of the retail trade of the city. Standing at the corner of East Water street, which teems with life, the observer sees to the west, across the bridge, Grand Avenue with its restless throng; looking east, in the direction of the bay, he notes the crowded walk and busy street giving evidence of constant activity. The view here given fails to convey the full importance of this thoroughfare, as but one side of the street is represented. Upon the other side as well are numerous handsome stores, elegantly fitted for the accommodation of the retail trade, and perhaps the visitor could not find a better opportunity to judge of the life and bustle of Milwaukee than is afforded here. The street, as a mere sight, is very attractive, being 100 feet wide and finely paved.

Among those who have been foremost in enterprise and deservedly successful in directing trade to this locality, should be mentioned the firms of Rich & Silber & H. Heyn, dealers in ladies' furnishing and fancy goods, cloaks, worsteds, trimmings, notions, etc.

WISCONSIN STREET, LOOKING EAST.

One of the most prominent corners in the city has at all times been the building shown on the left of the above illustration. Here Messrs. F. H. Denman and E. F. Strickland, Jr., have established their "Boston 99 Cent Store," which has become as prominent a feature of Milwaukee as similar first-class establishments in other metropolitan cities; certainly none could be fitted up more appropriately and with greater taste nor contain a greater variety of nice goods than are displayed by Denman & Co. A special feature of theirs is to provide goods for the different seasons of the year, which gives their store at all times a bright and inviting appearance. Particularly is this the case when the holidays approach. Of course it is impossible to go into details in regard to the different branches of trade represented on this great thoroughfare and adjoining streets. Most wonderful, however, has been the spread of business from this corner to the east and north.

JAMES B. BRADFORD,

SOLE AGENT FOR

Wisconsin, Minnesota & Northern Iowa,

—(FOR)—

CHICKERING & SONS' PIANOS,

—o: AND :o—

Loring & "Blake's Palace" Organs.

ALSO DEALER IN

Hallett & Cumston, Ernest Gabler and Boardman & Gray's Pianos.

422 BROADWAY, MILWAUKEE, WIS.

H. N. HEMPSTED'S TEMPLE OF MUSIC,

408, 410 & 412 BROADWAY, MILWAUKEE,

—o: PUBLISHER OF :o—

SHEET MUSIC AND MUSIC BOOKS.

AND DEALER IN

MUSICAL INSTRUMENTS

OF EVERY DESCRIPTION.

Steinway & Son's Pianos,

CLOUGH & WARREN'S ORGANS,

EMERSON'S PIANOS,

NEW ENGLAND CO'S ORGANS, &c., &c.

M. A. STIRN,

NO. 102 MASON ST., COR. BROADWAY, MILWAUKEE, WIS.,

Sole Agent for the Celebrated

KNABE PIANOS,

And Dealer in the

NEW IMPROVED TRAYSER UPRIGHT PIANO,

Hazelton Bros., N. Y., Christie, N. Y., Marchal & Smith, N. Y., Grovesteen & Fuller, N. Y.

PIANOS.

The illustration on this page represents the northeast corner of Broadway and Wisconsin street, with the large block known as the Library building in the center. This is a piece of historical ground, originally donated by Solomon Juneau for hotel purposes; here, in 1835, stood the Bellevue House, afterwards the Milwaukee House, an illustration of which we gave in the early portion of this book. The Custom House, containing the postoffice and government offices, located on the corner of Milwaukee and Wisconsin streets, is also shown in the accompanying cut. The Library building has recently become the property of John M. and B. Kurtz Miller, who have lately entirely overhauled the interior and repaired it; now, with its passenger elevator, its rotunda and its spacious offices, it is one of the most complete business blocks in the city. The offices are principally occupied by attorneys.

THE LIBRARY BUILDING AND SURROUNDINGS.

With a reputation for music so widely and firmly established, it is no wonder that the houses devoted to the sale of musical goods and instruments should be fully as well established. In a prominent position is the old house of H. N. Hempsted, the agent for the Steinway piano, whose business necessitates a building of large dimensions which has been elegantly fitted up. Indeed; the piano manufacturers are to be congratulated upon being represented by such substantial men as their Milwaukee agents: The "Chickering" piano by James B. Bradford, the "Knabe" by M. N. Stirn, and the "Decker" by L. Henes. Among the stores on Wisconsin street are those of Messrs. W. H. Stanley & Co., who have recently opened the most elegant jewelry establishment in the city, and the stationery and book house of Messrs. W. S. Hamilton & Co., the branch of the Singer Manufacturing Company managed by C. A. Noyes, and the large carpet house of Stark Bros. Spanning the length of the building shown in the illustration can be seen the largest sign in the city, that of the Spencerian Business College, which is managed by R. C. Spencer, one of the original family of Spencers.

W. S. HAMILTON & CO.,
Booksellers and Stationers,

104 WISCONSIN STREET.

We have the most complete stock of miscellaneous and standard works to be found in the west.
Correspondence with libraries solicited.

FINE STATIONERY AND ENGRAVING A SPECIALTY.

STANLEY & COMPANY,
WHOLESALE JEWELERS,

110 WISCONSIN STREET,

MILWAUKEE, WIS.

Since early times there has been located in this city a branch of the great SINGER MANUFACTURING Co., which has supplied a large territory of the Northwest with its celebrated Sewing Machines.

The company sells its machines for cash at astonishingly low prices, reduced to nearly one-half.

ITS MOTTO:

THE SINGER SEWING MACHINE AHEAD!

has proved true. For instance the

SINGER FAMILY SEWING MACHINE,

warranted—sold at $65.00, is reduced to $35.00. All other styles are reduced in prices proportionately.

It is hardly necessary to say anything in praise of the Singer Sewing Machines, they speak (as the saying goes) for themselves and are known as the best the world over.

THE SINGER MANUFACTURING CO., 101 Wisconsin Street, Milwaukee.

ESTABLISHED 1845.

STARK BROTHERS,

SUCCESSORS TO

BRADFORD & STARK, & BRADFORD BROS.,

DEALERS IN

CARPETS,

Curtains, Linens, Blankets, Oil Cloth & House Furnishing Goods,

129 & 131 WISCONSIN ST., MILWAUKEE.

It was regarded a bold undertaking when the enterprising dry-goods merchant T. A Chapman, who had since 1857 conducted a successful business on East Water street, concluded five years ago to change his base and proceeded to erect a magnificent block on the corner of Milwaukee and Wisconsin street, from which the view of Milwaukee street shown on this page was about that time taken.

What a change has come over this neighborhood in this short space of time. Some of the finest and most elegant business structures have been erected, of which the great building occupied by A. D. Seaman & Co. (see next page) is a fair specimen. We are justified in giving T. A. Chapman the credit for the broad idea of spreading out rather than confining the retail business of the city to narrow limits. The people have followed where Chapman led the way, and the necessity of almost doubling his capacity during the past season has proved the correctness of his judgment. We quote from the "Sentinel" of recent date:

THE GREAT DRY-GOODS HOUSE OF T. A. CHAPMAN AND CO.,

on Wisconsin street, has become so closely identified with the growth, prosperity and good name of Milwaukee that the press falls short of its duty when

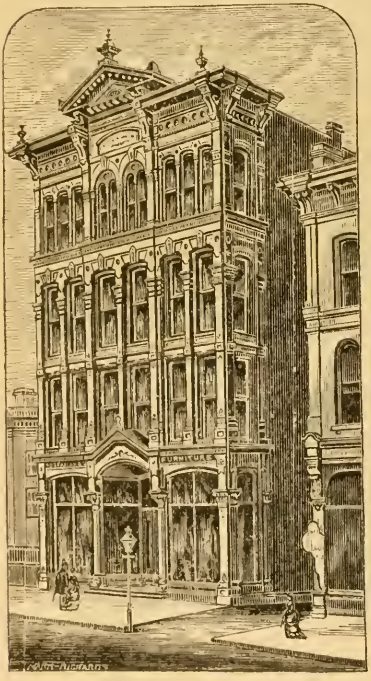
MILWAUKEE STREET IN 1874.

it fails to chronicle the changes that may be made from time to time in the institution. The latest mark of progress on the part of Mr. Chapman is the enlargement of his store and the improved classification of the various departments. Formerly his numbers were 125 and 127, and now they include 133 and 135. The latter were then occupied by L. A. Wheeler. This makes a total frontage of 100 feet. The rooms extend 165 feet in depth and in the rear is a spacious apartment running between the two. In addition to the fine show windows, which are at once light and attractive, the building has the advantage of an enormous rotunda skylight, which, with the modern improvements in the furniture and a systematic and convenient arrangement or classification of the different departments, gives the place an elegant and decidedly metropolitan appearance.

A glance through the house invariably gives a person the impression that by some magical process a dozen stores have been thrown into one. The

establishment is among the most complete and extensive of all the noted Western dry-goods houses. It is simply a magnificent emporium, where all grades of dry-goods, from the silks and laces down to the linens and cottons are to be found; but the most admirable feature of it all is that there is no confusion. The arrangement or system upon which the business is conducted shows the mind of a master executive. There are over a score of different departments, each of which has an efficient head. The new stores are to contain the dress-making, millinery, cloak, fur and suit departments, in which over 100 ladies are employed. Altogether about 250 operatives are needed in the establishment. In speaking of the growth of the place these facts naturally come to the front. While this is Mr. Chapman's private business it is at the same time a matter of general interest. The public long since came to appreciate the fact that he carries the largest stock of all grades of dry-goods of any similar house in the state, and now his customers from one end of the Northwest to the other, will soon discover that Milwaukee has actually one of the handsomest and most commodious stores to be seen in the entire United States."

No visitor of Milwaukee should fail to view the interior of this magnificent establishment and the goods therein displayed for inspection. We would also suggest a visit to the great carpet-house of Stark Bros., and the building occupied by Messrs. A. D. Seaman & Co. During the past two seasons a number of elegant stores have been erected on Milwaukee street and have been rented before being finished.



ESTABLISHED IN 1846.

FURNITURE,

FINE AND COMMON

at prices to correspond with the times.

ORDERED WORK

MADE A SPECIALTY

without charge for designs.

We ask an inspection before making your purchases

A. D. SEAMAN & CO.,

137 & 139 Wisconsin St.

Mason street is another center for business, and the extension of the horse-railroad line on that thoroughfare has added to its popularity. Between Broadway and East Water street it is a veritable "Printing House Square." On the corner of Broadway, we see the commodious building owned and occupied by the *Daily Herold*, and adjoining this, the spacious *Sentinel* office, while directly opposite is the establishment of the *See-Bote*. Thus are brought within easy speaking distance, the three prominent daily journals of the city. Here we find also the oldest jewelry establishment in this city, that of C. Preusser & Bro., close by the business houses represented on the next page. The triangular space on East Water street, known as Market Square, extends from Mason to Oneida streets. When all the associations connected therewith are gathered together, they present a series of pictures that the old settlers delight to view. In the early days there arose from this spot quite a hill, indeed almost a mountain and hither came the various tribes of Indians to pay homage to the Great Manitou. A dense forest covered the slopes and crown of the hill, and the effect of this natural tower, as it arose in majestic

MASON STREET, LOOKING EAST.

grandeur, was extremely beautiful and impressive. At its foot, on the north and west slope, was the marsh adjacent to the river. In 1837, on the top of this hill, Mathias Stein erected a small house, which remained in use until it made room for the elegant new block that now adorns the east side of the street. As the hill was graded to the present level, the old house was lowered with it, and made a total descent of 50 feet. Mr. Stein, who built it, and who therefore was the first occupant of Market Square, is still alive and a resident of the city.

Market Hall (now called Old City Hall) is a building about which cluster an array of associations somewhat remarkable. The edifice was erected in 1852, and was, as the illustration on next page shows, a pretentious building for the times. Market Hall, as its name implies, was used as a general market (similar to the popular "German Market" of to-day, located on Division street.) Meat and vegetables filled the space and the careful housewives daily made their rounds of the numerous stalls or booths to supply the wants

ESTABLISHED, - - - - - - - - - 1844.

CHR. PREUSSER & BRO.,

WATCHMAKERS AND JEWELERS,

Importers and Jobbers of

Watches, Clocks, Materials, Jewelry, Diamonds, Silver Ware, &c., &c.,

438 EAST WATER STREET, CORNER MASON.

☞AGENCY FOR ANSONIA CLOCKS.☜

Julius Lando, Optician,

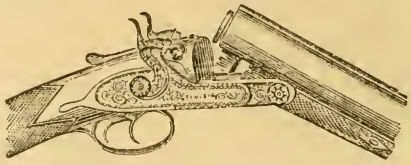
436 EAST WATER STREET,

(KIRBY HOUSE BLOCK.)

Having had the benefit of a scientific education, he is enabled, to carry on his business himself and Eye-Patients will therefore be served intelligently. He has always large assortments of phylosophical and mathematical instruments, Eyeglasses of every description, Telescopes etc. on hand, constructs new instruments and makes changes and improvements in instruments to order. He inserts Artificial Eyes and does repairing at very low rates. By observation of strict and solid business principles this firm is enjoying a well deserved reputation throughout our city and its vicinity. Correspondence solicited.

JOHN C. WELLES,

Guns, Pistols,



Fishing Tackle.

BREECH LOADING GUNS MADE TO ORDER.

Repairing carefully attended to. All kinds of ammunition at lowest prices.

425 East Water Street, Milwaukee.

W. E. GOODMAN,

WHOLESALE AND RETAIL DEALER IN

GAS FIXTURES,

ORNAMENTAL BRONZES,

PLUMBING & PLUMBERS' MATERIALS,

Refinishing of Gas Fixtures.—Excelsior Slide Steam Heating.

442 & 444 EAST WATER STREET, MILWAUKEE.

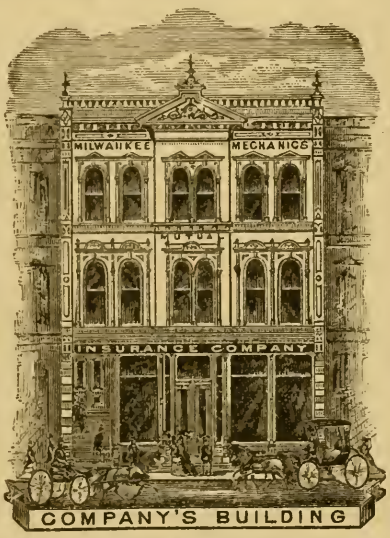
Milwaukee Mechanics' Mutual Insurance Company.

ASSETS JULY 1st, 1877, $754,178.08.

This oldest German Insurance Company of the Northwest was organized under a charter from the State of Wisconsin in the year 1852, its first meeting being held on the 26th of February, 1852.

In the meeting held on the 2d of October, 1852, Chr. Preusser was elected one of the Board of Directors, and on the 1st of October, 1855, President of the company, which position he has held to this day.

Of the first directors of the company, Messrs. Obermann and Preusser have remained in office to date, the former now Treasurer, the latter President. The present secretary of the company, Adolf J. Cramer, was elected to that office on the 13th of March, 1865.



COMPANY'S BUILDING
442 & 444 MARKET SQUARE.

At the start this company confined its business principally to the city of Milwaukee, but afterwards cautiously extended it over the entire state of Wisconsin.

In the year 1872 the company branched out over the Northwestern States, believing that a large extension of the business and corresponding distribution of risks only strengthens the security of the company.

At present the company is represented through numerous agencies in the following states: Wisconsin, Illinois, Indiana, Ohio, Pennsylvania, Missouri, Iowa, Minnesota and Colorado and wherever it has seen fit to locate it soon made friends and numerous patrons, enjoying the same degree of popularity that it has continually enjoyed in its own home.

Believing in the old saying, that "honesty is the best policy," the management of the company has always endeavored not only to go ahead in a careful and judicious manner, but to conduct the business and adjust losses strictly upon the principles of honesty and justice. With these outspoken principles the company has grown to be a strong, reliable institution, and can proudly celebrate the twenty-fifth anniversary of a successful existence with the close of its books for the current year.

The company's own building, of which the above is a cut, was erected and occupied in 1875. It is a solid stone structure, an ornament to the city and a paying investment to the company.

As our beautiful and prosperous city of Milwaukee is being most creditably represented abroad by the Milwaukee Mechanics' Mutual Insurance Co. it has been thought proper to give space to this little sketch. The p esent directors and officers of the company are:

CHR. PREUSSER, Milwaukee.	JOHN C. DICK, Milwaukee.	FRED PABST, Milwaukee.
FR. VOGEL, "	CONRAD MAYER, "	DAN SCHULTZ, "
JAC. OBERMANN, "	JOHN ESCH, "	J. P. KISSINGER, "
FERD. KUEHN, "	GUIDO PFISTER, "	A. J. CRAMER, "
FR. HILGEN, Cedarburg.	RUD. PUCHNER, New Holstein.	Fr. GEELE, Sheboygan.

Chr. Preusser, President.
Jacob Obermann, Treasurer.
Adolf J. Cramer, Secretary.
Dan Schultz, General Agent.

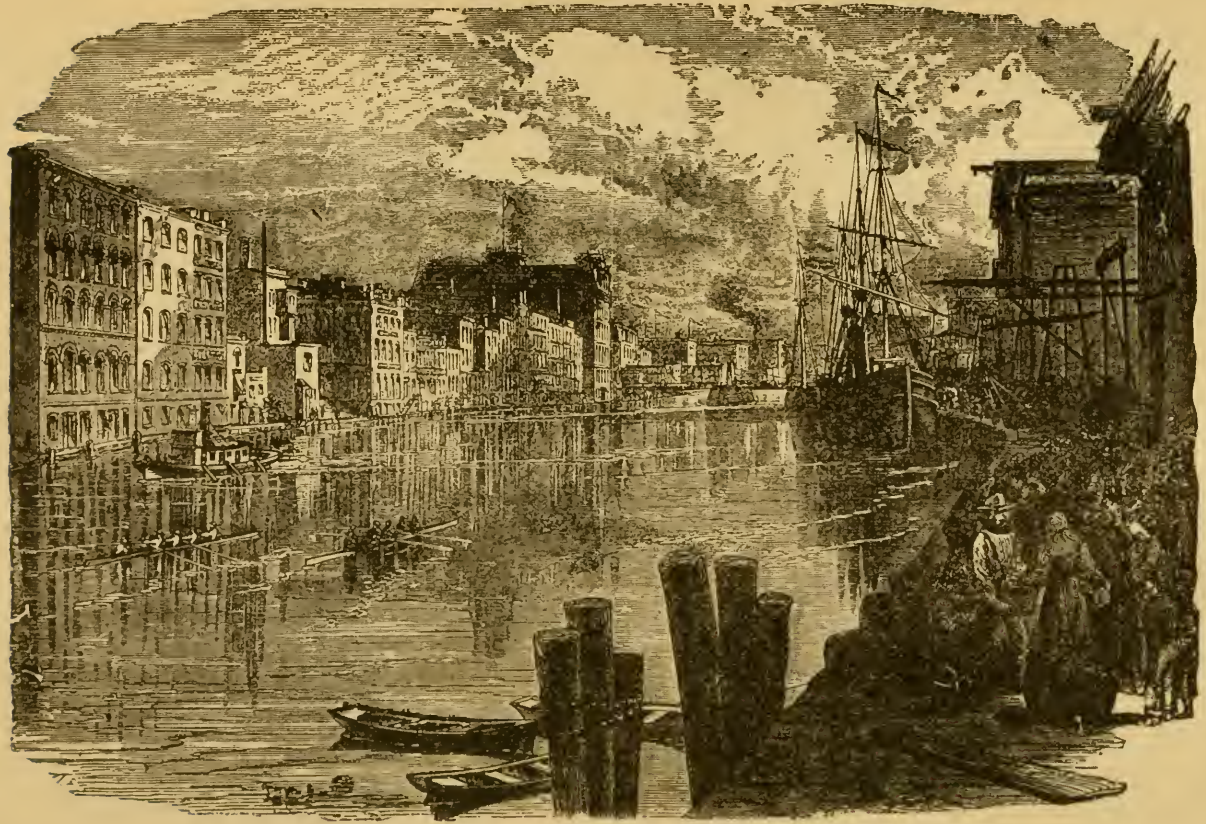
of the table. In 1853 the upper story of the building was dedicated to the muses, and Joseph Kurz opened it as a German theater. Opera, the drama and music were repeatedly produced and some of the greatest successes of the then young Musical Society were made in this hall. Balatka, Bach, Weinberg and others whose names are familiar, added to their fame in the numerous entertainments in which they participated in this recognized habitation of the muses.

In February, 1860, the last performances were given, for at that time the city purchased the spot and transformed the building into the City Hall. For about twelve years the municipal officers occupied the places once devoted to meats and vegetables, but upon the completion of the new Court House they were transferred to the east wing of that commodious structure and occupy it to the present time. At the time of their removal a new department (the water-works) was added to the city government and its employes were given possession of the vacated rooms, and there they can be found at present, in company with the Health Department. About four years ago the Municipal court-room, which was located over the police station, was decided to be too

OLD CITY HALL—OPERA HOUSE.

uncomfortable and accordingly the council chamber in old City Hall was refitted for its occupancy. It proves very interesting to trace back the history of this one structure, for its varied associations give it a wider scope for reminiscences than almost any other building in the city. Today, instead of admiring statues of Gœthe and Beethoven appropriately placed in niches (which were made but never filled), or noticing the busy transactions of a general market, or even observing the methods adopted in carrying on the business of the city, we push our way through the crowd of laborers who, each with a saw, are "waiting for something to turn up" in the shape of a wood-pile to be demolished.

From this point access to the west side of the river is easy by way of Oneida street bridge, from which a very fine view of Milwaukee river is obtained. Indeed, each of the bridges (and there are many, one to every two blocks) affords a handsome view; a view from Spring street bridge, looking south, is illustrated on the following page. Passing over this bridge, in order to obtain the scene of which we speak, we find ourselves again in the business heart of the West Side.



MILWAUKEE RIVER 1877.--LOOKING SOUTH FROM WISCONSIN STREET BRIDGE.

GUSTAVUS BODE,

11 GRAND AVENUE,

Northwestern Photographic Stock Depot

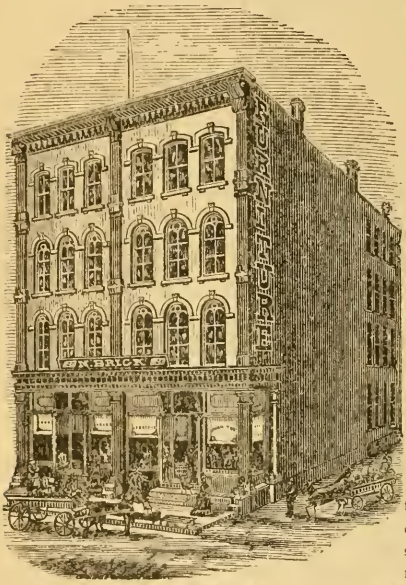
—o: AND :o—

CHEMICAL LABORATORY,

DEALER IN

Photographic Stock, Artists' and Wax Flower Materials,

Picture Frames, Mouldings and Photographic Chemicals.



N. BRICK,

MANUFACTURER AND DEALER IN

PARLOR,

DINING ROOM

—AND—

CHAMBER

FURNITURE

OF ALL GRADES,

126 & 128 Grand Ave., Milwaukee.

Having done a successful business in this city for the past 26 years, I am at all times able to offer the very best inducements to purchasers and solicit all who come to the city to call and inspect my extensive stock in the above lines of furniture.

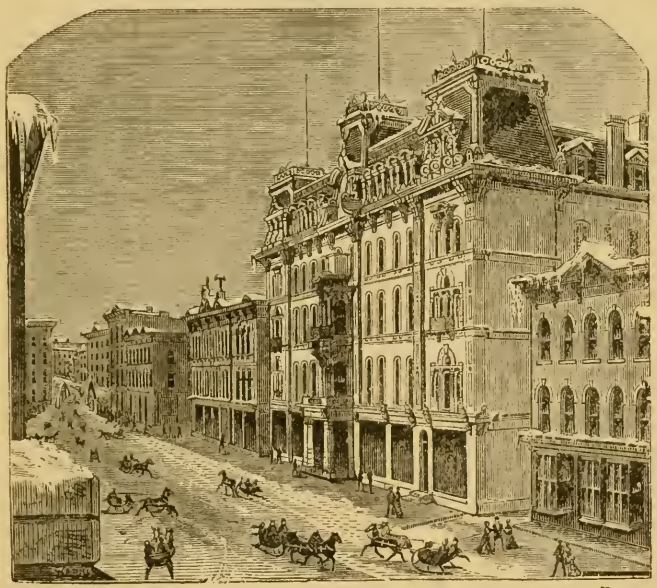
POPOSKEY & VAN HORN'S

Art Emporium,

130 Grand Avenue.

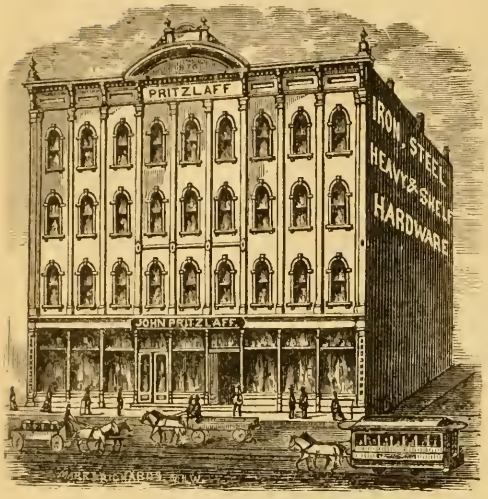
MILWAUKEE, - - WISCONSIN.

For a distance of several blocks west from the river, Grand Avenue, is a lively, energetic business thoroughfare, filled with people and teams and presenting a metropolitan appearance in every sense of the word. Near the corner of West Water street, as shown by the illustration, stands the handsome Plankinton House, and on either side of the avenue are wholesale and retail stores. The new West Side street-railway starts its cars from this corner, which is a junction, really, of nearly all the lines in the city, a fact which results in a deal of life and bustle. One by one the old buildings along the avenue are disappearing and being replaced with modern blocks, which are rapidly occupied by merchants who appreciate the growing advantages of this side of the river. As far as Seventh street business has pushed its way, crowding the residence portion further west, to make room for the constantly increasing development of trade. And this is true also of the streets lying



PLANKINTON HOUSE.

parallel with Grand Avenue; new stores and the activity of work everywhere are springing into sight. The progress is simply wonderful, and while it is doubtless a fact that the East Side will always retain, not only its own trade, but a certain proportion of that of the West Side, it must be remembered that there are natural boundaries (the lake and river) that cannot be overcome, while the West Side has no boundaries except those demanded by business interests. Among the firms directly opposite the great Plankinton House we notice the large furniture establishment owned and occupied by N. Brick, which should be visited, as also the Art Emporium of Poposkey & Van Horn, who deserve credit for the maintenance of an Art Gallery in connection with their manufacturing and sales department. Near the bridge, we notice the photographic stock depot and chemical laboratory of Milwaukee's celebrated chemist, Gustavus Bode, while on West Water and Third streets, near Grand Avenue, among the many heavy business firms are those whose cards are inserted on the next page.



ESTBLISHED IN 1850.

JOHN PRITZLAFF,

DEALER IN

SHELF

—o: AND :o—

HEAVY

Hardware,

IRON, STEEL AND TINNER'S STOCK,

Agent for Brecht's Celebrated Butcher Machines,

43, 45, 47 & 49 West Water Street, Milwaukee, Wis.

E. R. PAINE. —(ESTABLISHED 1851.)— R. P. ELMORE.

R. P. ELMORE & CO.,

— WHOLESALE DEALERS IN —

COAL AND PIG IRON,

FIRE BRICK, FIRE CLAY, FOUNDRY FACINGS,

ROSENDALE, AKRON, MILWAUKEE AND PORTLAND CEMENTS,

New York & Michigan Stucco, Plaster Paris, Plow Grind Stones and Oven Tiles.

Yard No. 1, and office—90 West Water St., Yard No. 3—122 South Water St.,
Yard No. 2—580 River St., Yard No. 4—Near Elevator E, Burnh's Canal.

TERMS CASH. Contracts for FREIGHT secured as LOW as possible.

O. L. PACKARD,

87 WEST WATER ST., MILWAUKEE,

Manufacturers Agent and Dealer in

IRON AND WOOD WORKING

MACHINERY,

ENGINES,

Boilers-, Mill-, Foundry- and Machinists-Supplies,

☞ Correspondence solicited and promptly attended to. ☜

West Water street we find to be not only the most prominent business thoroughfare of the West Side, but of the city. Running parallel with the river, it is to the West Side what East Water street is to the East Side. Who would think, to gaze down this busy avenue of trade, that but a comparatively few years ago a marshy swamp existed where now stand the massive blocks devoted to business? Much labor and more money was required to create the foundation for this prominent thoroughfare, and only those who have been identified with the city from its early history can appreciate the wonderful change and improvement.

Proceeding south from Grand Avenue, on this street, we notice particularly the commodious blocks erected within the past few years, many of them being devoted to the general commission business; indeed, the commission merchants seem to have found this locality a favorable one for their trade, for they occupy a prominent share of the space for several blocks. Here also we find the large iron dealers and machinery warehouses and the offices and warerooms of the packing-houses (whose business amounts to an immense

WEST WATER STREET, LOOKING SOUTH.

sum annually, and will be noticed further on.) As we approach the south end of the street we see, on the east side, the docks from which leave the daily steamers for points on either side of the lake (previously mentioned) and on the West Side the Prairie du Chien R. R. depot, freight-house and buildings. Here it is well enough to mention that a track connects the depots and docks, thus facilitating the transfer of goods. At the end of the street, adjoining the river, are the large transportation companies' warehouses. The roadway is well paved with Nicholson and a double-track horse railroad extends not only its entire length, but for miles in either direction, north and south.

On the preceding page is shown the large and imposing block recently erected and occupied by John Pritzlaff, the well-known and prosperous hardware merchant. We would gladly illustrate many other substantial blocks recently erected on West Water street, but the space at our command is too limited both for this purpose and for publishing the cards of the many prominent firms doing business on this thoroughfare. We call attention to those of the Messrs. R. P. Elmore & Co. and O. L. Packard.

B. J. JOHNSON. H. A. HEATH.

B. J. JOHNSON & CO.,

MANUFACTURERS OF

SOAP AND CANDLES,

AND

WHOLESALE DEALERS IN CHEESE,

JOHNSON'S BAKING POWDER,

78 & 80 West Water Street, Milwaukee, Wis.

—ESTABLISHED 1865.—

C. A. FOLSOM & SON,

WHOLESALE DEALERS IN ALL KINDS OF

OILS,

FRAZER'S AXLE GREASE, TURPENTINE, GLUES,

REFINED CYLINDER TALLOW, COTTON WASTE, &c., &c.

Correspondence solicited. **130 West Water St., Milwaukee.**

H. D. WEBSTER. —(ESTABLISHED 1848.)— C. WEBSTER.

WEBSTER BROTHERS,

DEALERS IN IMPORTED

Wines AND Liquors,

BOURBON, RYE AND MALT

WHISKIES.

218 West Water Street, Milwaukee.

Novelty Carriage Works.

WECHSELBERG, BROWN & CO.,

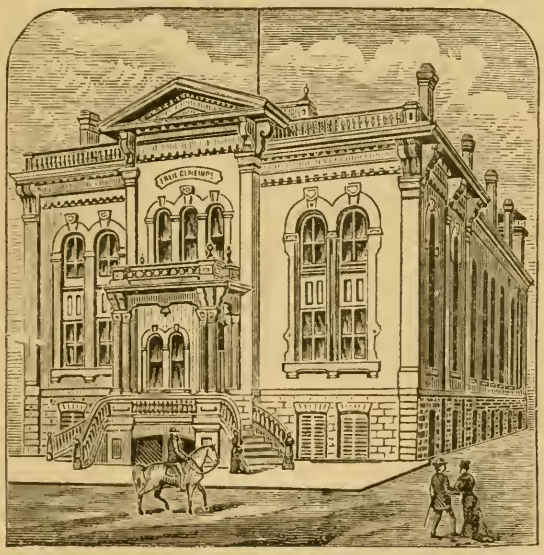
182 & 184 THIRD STREET,

CARRIAGES, BUGGIES AND SLEIGHS

ON HAND AND MADE TO ORDER.

SECOND WARD SAVINGS BANK.

Proceeding in the other direction on West Water street, north from Grand Avenue, we pass long rows of retail stores of all branches of trade, many of them occupying handsome, substantial structures of recent build. At the triangular corner formed by the intersection of West Water and Third

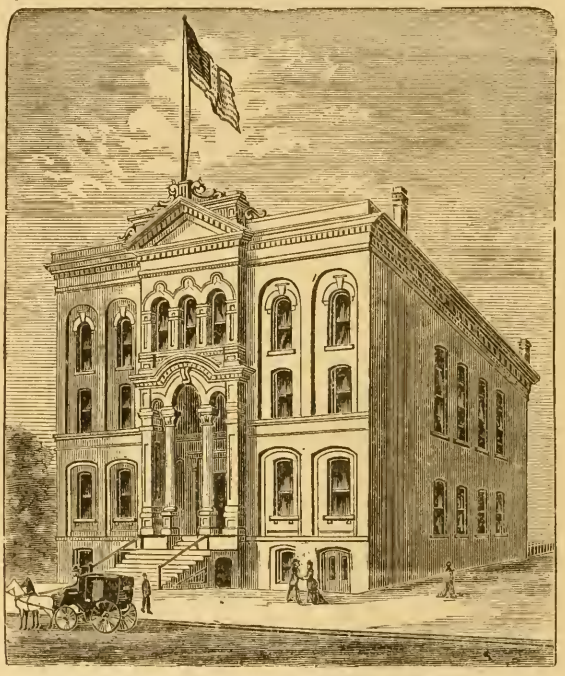


FREE-THINKERS' HALL.

streets, (from which spot West Water loses its identity in Third,) stands the old Second Ward Savings Bank, a time-honored institution. The building has lately been overhauled, renovated and improved. This bank has two branches, one in the Sixth, the other in the Ninth ward.

While in this neighborhood it is proper to speak of our large German-American element, closely identified as it is with the history and present prosperity of the city. In a business point of view the Germans are counted among our most thrifty citizens. Many of them are substantial and wealthy merchants and manufacturers, and not a few are noted for their scholarly attainments. To them we owe the reputation our city has as a music-loving place and, without doubt, it is to their general good character and love of peace and quiet that is due the fact that Milwaukee is remarkable for the orderly behavior of its citizens.

There are several strictly German institutions, churches, schools and places of amusement. One of the most familiar to Americans is the Turn-Hall on Fourth street, containing a fine gymnasium in the basement and a hall well adapted for concerts, etc., on the other floor.



TURNHALL ON FOURTH STREET.

Although it is not our purpose to mention the various organizations which have been inaugurated and sustained by the Germans, wholly or principally, it is not out of place to mention at least the Musical Society, which has done so much for the city in the matter of music and musical advertising (if we may so speak.) Established when Milwaukee was a mere village, the society steadily advanced until it attained proportions sufficient to attract attention even in Europe. Thus it is that the name of the city became familiar abroad, and that from the earliest date all foreign artists and combinations included Milwaukee in the list of places to be visited.

Through the entire northwestern portion of the city, covering a vast expanse, the visitor can stroll through a purely German town—with its residences, school-houses and churches peopled and used by that nationality.

Still going north on Third street we reach Chestnut street, and at this corner we not only strike another historical spot, but find ourselves in the heart of the strictly German business portion of Milwaukee—in the midst of the "Iron Second," as the ward has become familiarly known. Chestnut street is the northern boundary line of the tract of land claimed by Byron Kilbourn in 1835, and known long afterwards as "Kilbourntown"—in fact, even until the present day. In 1836, in a building just adjoining the corner of West Water and Chestnut streets, the first paper was published in Milwaukee by the late Daniel Richards. In this locality also was the first school opened, by a teacher named West. In 1842 John Hustis erected a brick building on the northwest corner, and this soon became one of the features of the place, for the large hall, constructed for such purposes, was put to frequent use for everything of a public nature. Here the first theatrical performance in Mil-

CORNER CHESNUT AND THIRD STREET.

waukee was given, by a troupe known as "Powell's Company," and it is to the credit of the company and place to state that Shakespeare's "Merchant of Venice" was the attraction offered. In place of street-cars the tug "Trowbridge" served to convey the spectators to and from the hall. Here, also, the "Milwaukee Male Chorus" (the fore-runner of the present Musical Society) gave its concerts; all of the political meetings of the West Side were held here and on Sundays religious services were conducted.

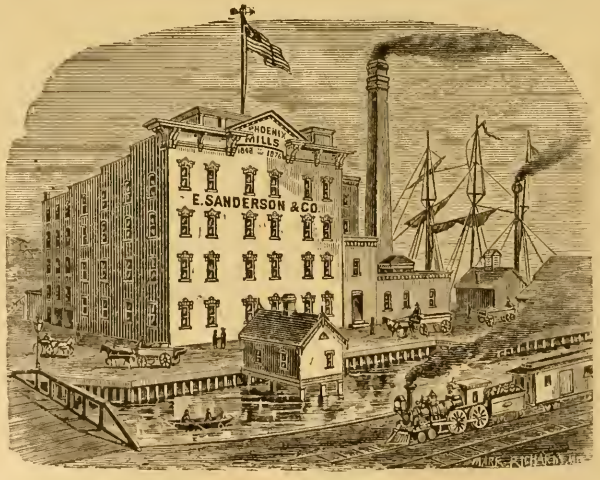
This old building, so full of historical interest, held its own with time and fulfilled the various offices to which it was put until last year, when it, too, went to join the other landmarks and to make room for the handsome new block, erected by Dr. N. Senn, that now ornaments the spot. We mention that the enterprising hardware firm of W. Frankfurth & Co. (established 1862) have their large stores fronting on Third and Chestnut streets near this corner.

MANUFACTURING INDUSTRIES.

North from Chestnut street we find the water-power of the old Rock River Canal Co., which is utilized by the mills, tanneries and other factories located along its banks. The mills, however, do not rely upon the power thus furnished and are all supplied with the latest improved engines. The two largest mills are "The Eagle" and "The Phœnix".

The old Eagle mill was established 1850 by Bertschy & Kern, the new Eagle mills were built 1866, and rebuilt in 1873. During 1876 160,000 barrels of flour were made; during the current year about 180,000, yet their capacity with 35 runs of stone is about 200,000 bbls. p. a. Their leading brands for home and consumption in the U. S. and Canada are "Success" "Bertschy's best" and "Eagle Mills", while "Huron" is their export flour for European market. Nearly 100 men are employed in mills and cooper shop.

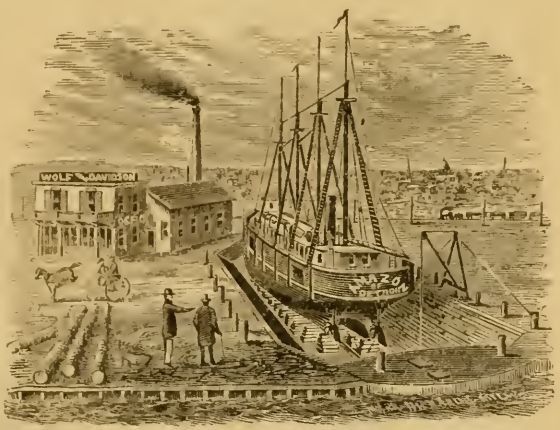
The "Phoenix" mills, one of the oldest in the city were rebuilt and largely improved in 1876. There will be manufactured during the present year about 150,000 bbls. flour. The reputation of its brands is firmly established; all the latest improvements in machinery are to be found in the Phoenix mills, where 30 runs of stone are almost unceasingly at work. There are also abou 100 men employed in the mills and stave factory. The firm E. Sanderson & Co. is composed of Ed. & Wm. Sanderson & I. W. Van Schaick, all of them sagacious business men



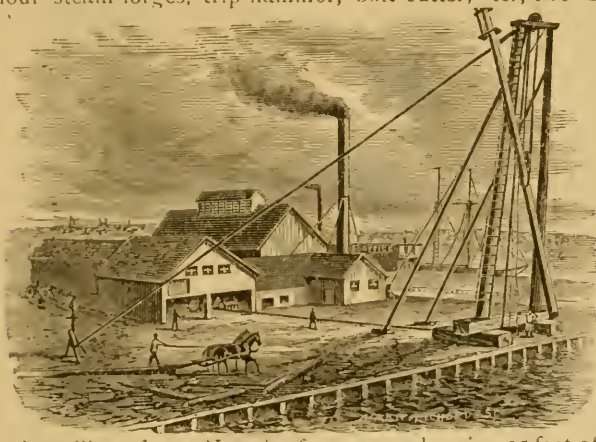
On the island in the river, in this locality, are large lumber yards and on the opposite (the east) side of the river are found still other tanneries. This portion of the city is one full of interest to the observant traveler or citizen, for the wealth and enterprise here to be found are among the most noticeable. The river bank on either side is lined with these busy mills and factories and the one who fails to inspect this quarter loses sight of a very important factor in the city's general growth in business.

We now propose to take the reader, from the extreme northern portion of the city down the Milwaukee river to the South Side, passing through the draws of the numerous bridges and obtaining a more complete idea of the unsurpassed dockage facilities. In the number of bridges Milwaukee is lavish, all of them being substantial, nearly all of them iron.

As we progress, we see the forest of masts and appreciate that the shipping interest is one of no small importance, and by the time we have reached the south branch of the river we are interested in the matter and desirous of inspecting the immense ship-yard of the well-known firm of Wolf & Davidson, who are acknowledged to be the largest ship builders on the chain of lakes.



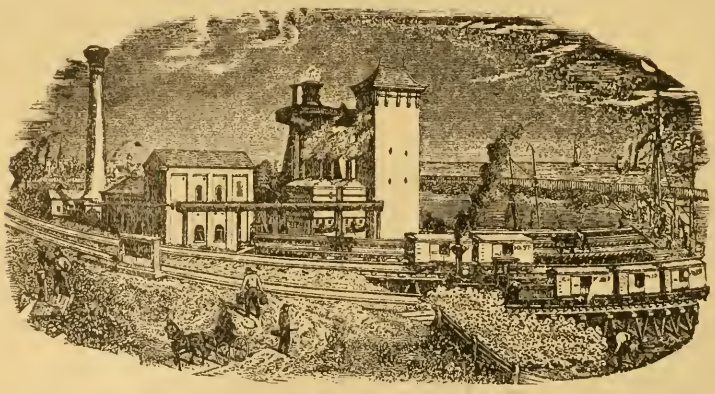
This firm employs 200 men on an average daily, and has built some of the finest vessels on the lakes, among which may be mentioned the following: Steamer Flora of the Engelmann Line: Barks Nelson and Tanner; Schooners Marengo, Moonlight, Saveland, Angus Smith, Alice B. Norris, Jos. Paige, Itasca, Typo, Penokee, Geo. G. Houghton, Lem Ellsworth: Tugs E. D. Holton, J. B. Merrill, Col. Graham, and two large tugs. It has a large steam derrick for hoisting spars, &c., in and out of vessels; blacksmith shop with four steam-forges, trip-hammer, bolt-cutter, etc.; two bevel saw-mills; one large steam Daniels planing-mill, planing all sizes of timber and planks; also a joiner shop with all necessary machinery, run by steam. It also has nine sections of floating dry-dock, and a new stationary dry-dock, the largest on the lakes, with dimensions as follows: Length (clear), 333 feet; width, at bottom 50 feet, at top 72 feet; depth of water over miter sill, 17 feet. Vessels of 3000 tons drawing 15 feet of water can enter the dock. There were used 3500 spiles (oak) of from 20 to 25 feet in length and upwards of 2,000,000 feet of the best of lumber in its construction.



The yard covers an area of ten acres. Even as far back as 1873, before the late improvements were made, the reputation of this firm was so thor-

oughly established that they were "over-run" with orders. A few figures will prove of interest: The total work amounted to $224,805.56, of which the repairs of vessels amounted to $130,771.31 and new work to $94,034.25. During 1873 the schooners Marengo, Itasca, G. G. Houghton and Typo were launched—also a lighter. There were eight vessels placed in dry-dock, at a cost of $9.743 34. The members of the firm are practical ship-builders of long experience.

After having thus learned about the building of ships we most naturally look around for the establishment that fits the vessels out after they have been launched. This we readily find in the house of G. D. Norris & Co., 19 and 21 Erie street. This business was founded by G. D. Norris in 1843 and has grown to mammoth proportions. For example: In one year the firm fitted out fifteen new vessels, besides doing the usual amount of repairing upon the suits of the fleet lying in the harbor. The making of sails is a specialty of the firm, but in addition a general ship-chandlery business is transacted. During the same season of which we spoke above, fifty tons of wire-rope and one hundred and twenty-five tons of anchors and chains were handled by the firm which furnished the entire outfit, not only for the vessels built here, but at numerous other points where ship-yards are located. Particular attention is paid to the manufacture of awnings and all kinds of tents for lawn and camp purposes. Galvanized and steel wire ropes for rigging and hoisting purposes—wire-fitting in all its branches—the manufacture of flags and banners, water-proof horse covers, wagon covers, etc., are attended to by this enterprising house. The firm is composed of A. M. Joys, A. B. Norris, C. W. Norris and John Joys. The sail loft and fitting department are under the personal supervision of Capt. John Joys, a thoroughly capable gentleman.



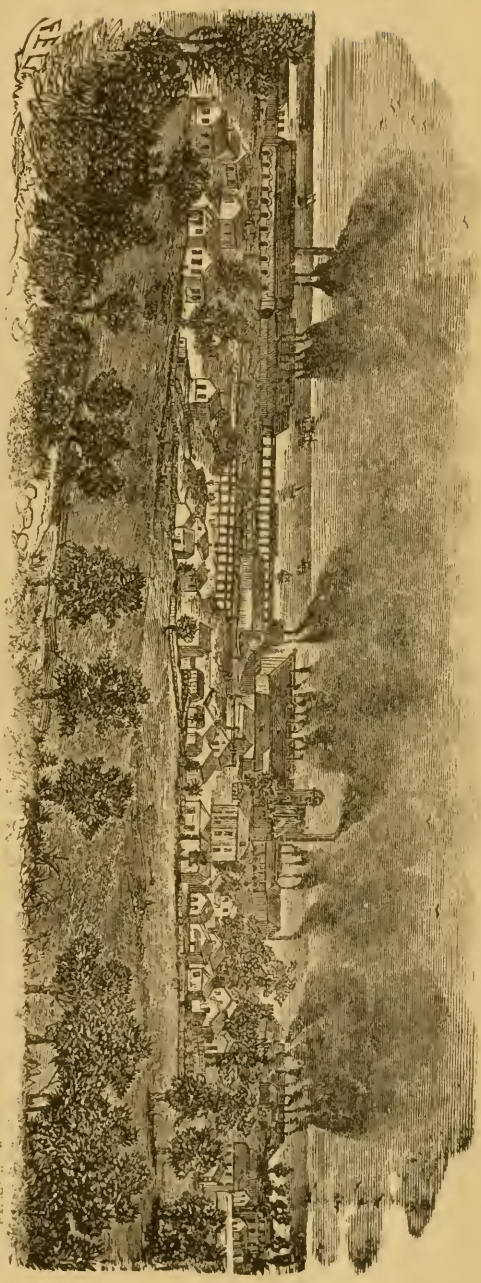
THE MINERVA FURNACE.

The wonderfully rapid growth of the South Side since 1860 is manifest from the following statistics, taken from the census reports: Population in 1860, 7,396; in 1865, 10,295; in 1870, 15,349; in 1875, 25,639—an increase from 1860 to 1875, including five years of civil war, of 250 per cent. Compared with the entire city, the relative increase is shown by the fact that in 1860 the South Side contained less than one-sixth the entire municipal population, while in 1875 it had reached more than one-quarter, and at the present time, it is estimated to contain nearly one-third the entire population of Milwaukee. This estimate does not include the population of Bay View and vicinity, contiguous to the city line, where fifteen years ago this now densely populated territory was devoted exclusively to agriculture.

The illustration here given is of the immense works of the Milwaukee Iron Co. at Bay View,—a tract of 114 acres of land, adjoining the city on the south, and almost entirely given up to the works of the company and the cottages of its employes. The company started in business in 1869 with a capital of $2,500,000, and employs 1,000 men when all of its mills are running. In addition to the manufacture of iron in its various shapes, as customary at such an establishment these works have lately added a horse-shoe nail factory. The iron ore to supply the works is easily furnished from the Lake Superior mines by lake or rail, and from Iron Ridge (only 50 miles distant) by rail. The advantages in location are therefore great. The company manufactured in 1870, 14,307 tons of iron; in 1871, 25,691 tons; in 1872, 35,000 tons; in 1873, 34,494 tons; in 1874, 29,680 tons; in 1875, 25,360 tons. It will be borne in mind by the reader that the past few years have been particularly disastrous to the iron interests, which accounts for the decrease in business in the last three years quoted.

The Minerva Blast Furnace, of which an engraving is shown on the preceding page, is another of Milwaukee's prominent enterprises, preparing the material for iron workers to manufacture into the desired shapes.

It is apparent that with iron ore and pig iron in unlimited quantities at home, the iron interests thrive in Milwaukee. Such is the case with the Excelsior Stove Works of Milwaukee and other establishments, several of which, as our space allows, will be mentioned on subsequent pages of this book.



Among our iron industries of importance are the flourishing "Cream City Iron Works" of Messrs. Filer Stowell & Co. The establishment is universally conceded to be not only the neatest, but in every way the most complete of the kind in the West. The machine shop is 36 feet by 142 feet. Of this building, 82 feet is three stories high, and the remainder two stories. The smith shops and foundry extend from the street to an alley in the rear, 140 feet. A mill shop is attached, 28 feet front by 52 feet deep, and three stories high. The specialty of this company is the building of engines and machinery for the lumbering trade; and their works have produced some of the finest and most noted saw mills in our lumbering districts. The steam whistles which Messrs. Filer, Stowell & Co. manufacture, are also celebrated as being, like their machinery, unsurpassed. Their capacity for "turning out" machinery can be better appreciated when it is stated that they have in constant operation fifteen engine lathes, four iron planers, four drill machines, slotting and bolt machines, wood lathes, upright and circular sawing machines, small tools, etc., etc.; and these are often kept running night and day. About 100 of the most skillful workmen to be obtained are employed in this

CREAM CITY IRON WORKS.

establishment, who, with the improved labor-saving machines the proprietors have introduced, represent the labor of 200 men. For the past ten years nearly all the large circular sawing machines purchased by Chicago lumbermen for the pineries of Michigan and Wisconsin, have been made in Milwaukee by this firm. One house alone, in Chicago, has purchased nine of their large mills, thus conceding that the work is superior to any of the kind which can be found in Chicago or elsewhere. Although the firm makes a specialty of engines and other lumbering machinery, it is at all times prepared to do any other kinds of foundry or machine work that may be ordered.

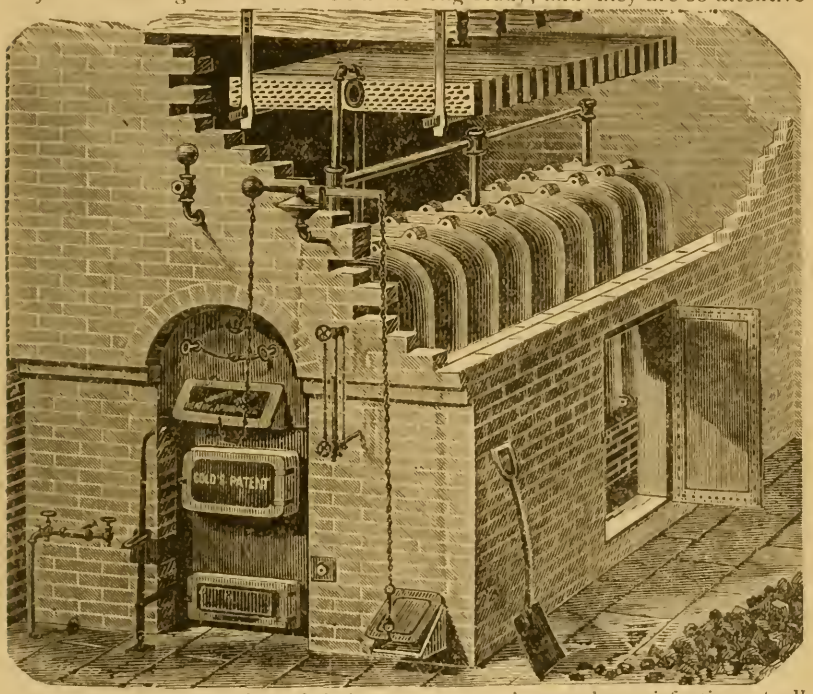
A short time since their new Boss Dog for saw mills created quite a sensation and has become famous throughout the United States for its efficiency. While at their office we saw correspondence and orders from most of the old and new states. We were informed that aside from the Cockle Separator, made extensively for mills, they have recently commenced the manufacture of the Milwaukee Middlings Mill, which has been pronounced by millers in attendance upon the recent National Convention, and others, a most wonderful invention. It will be well to send for their Illustrated Catalogue and special circulars.

GOODMAN & MOOERS'

Steam Heating and Ventilating Works,

442 & 444 East Water Street.

The illustration on this page represents parts of a combined steam and water heating apparatus (manufactured in Milwaukee) that has been extensively and successfully introduced by Goodman & Mooers in many of our first-class residences and public buildings. For efficiency, economy, durability, safety, ease of management and purity of atmosphere, it has no equal. It is put up invariably by one of the members of the firm, who has made the subject of heating and ventilation a life-long study; and they are so attentive



to the interest and comfort of their patrons as to insure the satisfaction of all who purchase the apparatus. A sample apparatus warms the entire building occupied by the firm. Persons desirous of procuring an apparatus that will thoroughly warm and ventilate their buildings are respectfully invited to call at 442 and 444 East Water street for more particular information.

They respectfully refer to the following parties having used our Union Steam and Water-Heating apparatus:

At Milwaukee:—E. Townsend Mix, H. C. Koch, Chas. T. Bradley, Alex. Mitchell, Edward P. Allis, Geo. G. Houghton, H. Stern, A. R. R. Butler, J.. D Inbusch, F. Pahst, Wm. H. Metcalf, F. J. Blair, Wm. H. Jacobs, Andrew Mullen, Emil Schandein, Wisconsin Leather Co., H. H. Camp, Harrison Ludington, Robert Eliot, Samuel Marshall, U. S. Post Office and Custom House, S. S. Merrill, J B. Martin, Houghton & McCord, E. H. Brodhead, and many others.

At Madison:—U. S. Custom House, J. G. Thorp. At Appleton:—David Smith.

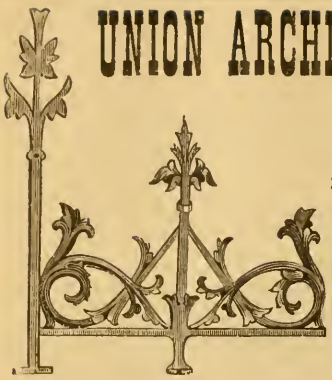
At Racine:—H. S. Durand, J. I. Case & Co., R. W. Smith, J. R. Slauson, Stephen Bull.

At Oshkosh:—D.. Walter Kempster, Thomas Grimmer, D. W. Maxon.

At Fond du Lac:—Peter Rupp. At Green Bay:—C. D. Robinson.

At Prairie du Chien:—Mrs. H. Dousman. At Whitewater:—Geo. W. Esterly.

At Minneapolis:—M. & St. P, R. R.



UNION ARCHITECTURAL IRON WORKS,

—) OF (—

BAYLEY & GREENSLADE,

81 to 87 Chicago St., - - Milwaukee, Wis.

IRON RAILINGS, CASTINGS,
STAIRS, SHUTTERS,
VAULT DOORS AND ROOFS,
AND ALL KINDS OF CASTINGS

Courthouse and Jail Work a Specialty.

The Iron work on the great Mitchell building illustrated on page 59, is testimony of the superiority of work made by this old renowned firm. Send for illustrated catalogue.

GALVANIZED IRON WORKS.

BIERSACH & NIEDERMEYER,

Manufacturers of

Galvanized Iron Cornices, Dormer Windows, Window Caps, &c., &c.,

Slate and Metal Roofing. **107 & 109 Oneida Street, Milwaukee.**

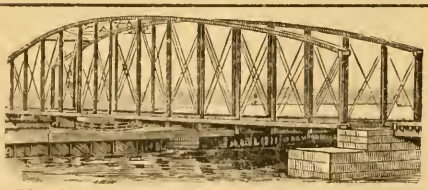
Plans and estimates furnished.—Correspondence solicited.

S. BRAND. JUL. GOLDSMITH

BRAND & CO.'S
Empire Stove Works,

Office, Warerooms and Foundry:

NO. 295-303 SIXTH STREET,
MILWAUKEE, WIS.



Milwaukee Bridge AND Iron Works

F. S. HSLEY & CO., Prop.,

—(ESTABLISHED 1872.)—

Works & Office:

Corner Fowler and 17th Streets.

The above concern have a capacity for 200 men and their specialty is wrought iron, railroad and highway bridge-building; they give special attention to their work, and have built for all the large railway companies and nearly all the large cities of the Northwest. They also build wrought iron water-pipe, cast-iron flexible joints for water-pipe and all iron work connected with municipal contracts.

It is a fact worthy of mention that the Milwaukee Bridge and Iron Works have reduced their business to such perfection through labor saving machinery that they are now producing iron bridges at nearly the cost of wood, and this taken together with the fact of the exceedingly low prices of iron render the iron bridge the most economical as it is the most durable of structures. They desire to correspond with city and town authorities or private parties who require now or may at any time hereafter require bridges built and to whom on application, they will send estimates, plans and specifications.

As an example of what enterprise and business capacity can accomplish, the large foundry of Hoffmann, Billings & Co., 141 to 147 West Water street, is a good selection. The business was established in 1855 on a small scale, one lathe (with foot-power) being the only machinery. From this beginning it has grown to one of the largest establishments of the kind in the Northwest. The manufactory, as represented in our illustration, occupies a space of 75 feet front, with 150 feet depth, used for brass foundry, machine shop and ware-rooms, and during the business hours it presents a scene full of life and animation. The firm manufactures, on a large scale, a full line of brass and iron goods for steam, gas and water service, supplying dealers and fitters throughout the large territory centering its trade at this place. Their facilities are unsurpassed in this branch of the business and, indeed, many of their goods are supplied to Eastern markets. The space at our command is too lim-

HOFFMANN, BILLINGS AND CO'S ESTABLISHMENT.

ited for us to particularly mention the steam-pumps, lubricators, radiators, steam whistles and other boiler attachments and general line of such goods, manufactured by the firm; we must pass them in general terms, adding that the establishment also has a complete line of supply-goods from other factories: hose, belting, packing, steam-pumps, gauges and brewers' supplies. The firm is giving special attention to steam-fitting and heating, contracting for buildings public and private, and personally supervising the work. Manufacturing establishments of all kinds, using boilers, will find it to their advantage to utilize the steam for heating purposes. Owning and operating a large iron-foundry, this house not only manufactures soil-pipe, fittings, sinks and fittings etc. which are connected with the steam-heating branch of the business, but also chaircastings, sleigh-shoes, window-weights, etc., etc. The fact that the firm operates this iron foundry explains how, in the contracts for doing the entire fitting and heating service for buildings, extreme low prices are touched. The firm is fully prepared to do any work of this kind and will furnish estimates promptly.

Another of the numerous illustrations showing the advantages Milwaukee presents to energy and capability in manufacturing interests, is the steam boiler-works of J. W. Eviston, on Broadway. These works were started about nine years ago, on rented premises, with a capital of less than one thousand dollars. So excellently done was whatever was undertaken that customers were soon numerous, and Mr. Eviston gradually increased his help from but a few to seventy men and still found his abilities too limited to fill the orders which rained in upon him. In a few years the establishment grew to the mammoth proportions shown in the illustration, and became the sole property of Mr. Eviston. Everything made from plate-iron is manufactured at this establishment—stationary and portable boilers, smoke-stacks, oil-tanks and general blacksmith work. The great boilers for the water-works were constructed here; also those in use in the largest breweries in the city: Best's, Schlitz's, Blatz's and others. Mr. Eviston personally superintends the work turned out from his establishment and the uniformity in its excellence has given him a reputation that has resulted in frequent calls to other cities to superintend important constructions. Only a personal inspec-

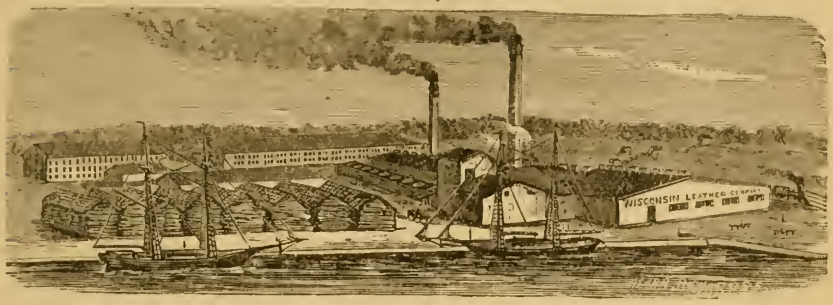
BOILER WORKS OF J. W. EVISTON.

tion of the immense works shown in the engraving can give the reader an idea of their perfection and the remarkable improvements recently made in machinery, which afford extra facilities for executing the work ordered. Such an inspection is very easily made, and the reader will find a courteous guide in the person of the proprietor, Mr. Eviston.

The tanneries of Milwaukee form so important a feature of the city's business that they deserve particular mention. There are 25 establishments of the kind here, representing a capital of $2,500,000 in the business and employing 800 men. Last year they tanned 600,000 hides—of which the Wisconsin Leather Co. tanned 100,000, worth $1,000,000.

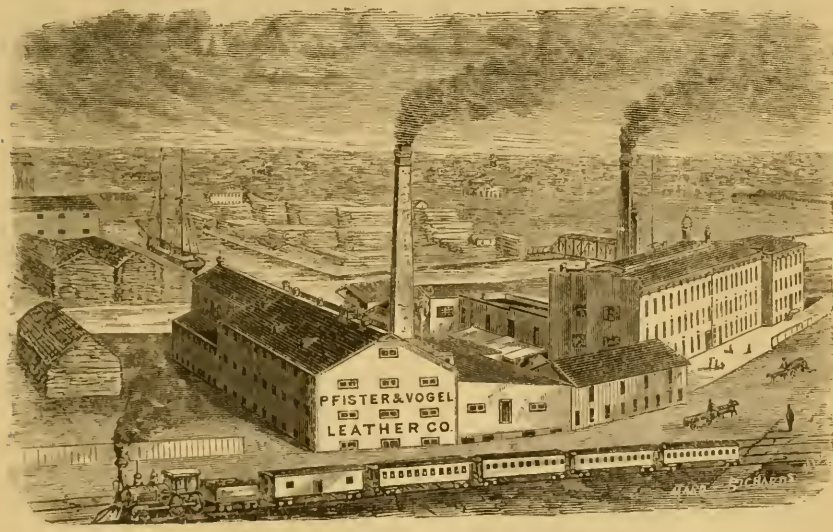
The Wisconsin Leather Co. is composed of George W. Allen, William Allen, Rufus Allen and Cyrus Whitcomb, and was established in New York in 1809 and in Milwaukee in 1846. The firm has always been very successful and is one of the most substantial in the city. Aside from the extensive tannery at Milwaukee, covering together with its surroundings 20 acres of ground, the Wisconsin Leather Co. own and operate a large tannery at Two Rivers, in our state.

The illustration of their Milwaukee tannery, from the fact of its covering so large an area of ground, had necessarily to be made upon a small scale.



WISCONSIN LEATHER COMPANY.

The Pfister & Vogel Leather Co. tanned 90,000 hides last year, worth $410,000. In 1847 Guido Pfister established, on Market Square, the "Buffalo Leather Store," and at the same time F. Vogel established a tannery on the Menomonee. In 1853 the firm of G. Pfister & Co. took the store on East Water street, formerly occupied by Allis & Allen, and in 1857 Pfister & Vogel assumed joint control of the tanneries. In 1872 the Pfister & Vogel Leather Co. was incorporated and the business has been carried on under that name ever since, G. Pfister being president, F. Vogel business manager, and G. Bossert secretary. The company has two tanneries, one in this city, the other in Two Creeks.

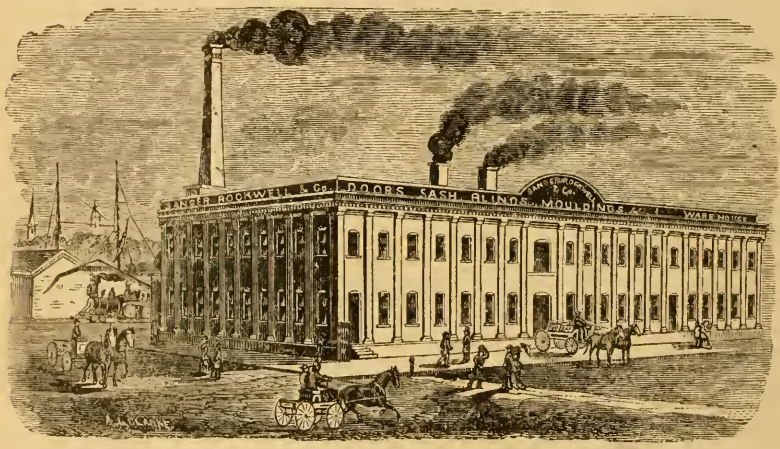


PFISTER AND VOGEL LEATHER COMPANY.

The manufacture of this leather into boots, shoes, harness and other forms suitable for the market is another of the prominent industries of Milwaukee, in which vast capital is employed and labor furnished to thousands. Among those who thus utilize the raw material is the firm of Bradley & Metcalf, one of the largest boot and shoe houses in the West. The proprietors came to the city young men in 1843 and established their business, having a

good line of credit at the East; so successful were they and so careful of their paper during the first panic that now their credit is unlimited. The firm employs 300 men and finds ready market for all the stock that can be produced. It is such houses as this that have given the name "substantial" to Milwaukee.

While we have already mentioned the northern portion of the city as containing extensive lumber yards, we did not mean to carry the idea that the business was entirely located there. Lately the Menomonee Valley has been almost monopolized by the numerous lumber firms, and great improvement is noticeable. Docks and slips have been constructed and the marshy land transformed into good business property. In this vicinity are the steam brick yards of the Burnhams, and others, where the famous "Milwaukee brick" is manufactured. Milwaukee takes a leading rank as a lumber market, exporting large quantities to the West. The pineries of the Michigan peninsula and of the Green Bay and other northern portions of Wisconsin, furnish an immense and inexhaustible supply of the raw material, which is brought here by lake or rail and from this point distributed to interior points and throughout the West. Many owners of pineries and saw-mills reside in Milwaukee.



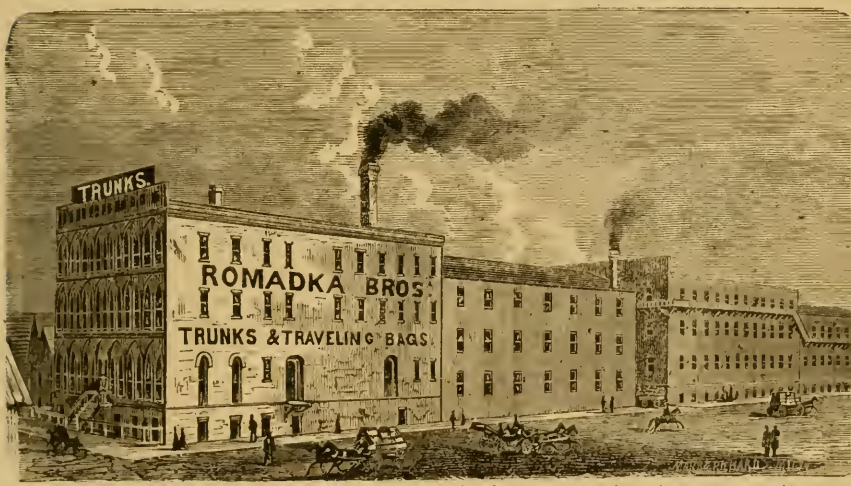
FACTORY OF SANGER, ROCKWELL AND CO.

The largest firm in the branch of business which utilizes the material as it comes from the mill, is that of Sanger, Rockwell & Co., whose immense sash, door and blind establishment is located on the corner of Park street and Sixth Avenue. The capital invested in this entire branch of business in this city is about $1,000,000.

In addition to the manufactures as above stated, Sanger Rockwell & Co. deal largely in pine lumber, being the heaviest dealers of this city. We lack space to illustrate the extensive yards having a front of 600 feet on the canal and through which several railroad tracks run, giving shipping facilities unsurpassed by any yard in Chicago. The average daily shipments at present are from 16 to 18 cars of raw lumber and their factory's products, orders being received from upwards of twenty states, including the extreme southern and some of the eastern. This firm, composed of gentlemen in the strictest meaning of the word, employs in all about 300 men. All business entrusted to them is promptly attended to and correspondence solicited from all who desire to be informed in regard to the different style of work and prices.

It is a pleasure to record such a steady, prosperous growth as the firm of Romadka Brothers has enjoyed. It is merely another proof that energy, ability and honesty, applied to a chosen calling, will, sooner or later, succeed. Here again the visitor will be surprised at the extent of our manufacturing interests, for the wholesale manufacture of trunks, valises, and all kinds of traveling bags, to which Romadka Bros. give their attention is so quietly and unostentatiously carried on that one can readily be pardoned for not knowing that so important a branch of industry is under full way here.

The foundation of this business was laid in 1848 by John Cocup; he sold it to Ch. P. Romadka in 1859 who carried it on in a small way and finally, in 1863, took his brothers Anthony V. and John M. into partnership. The business was conducted in a building at 391 Broadway, the present office of the firm. The capacity was perhaps five trunks per day. The first year's business amounted to about $7,000, but the second showed a handsome increase, and in a short time it became necessary to enlarge the works, until to-day the firm owns and occupies an immense factory, in addition to the property on Broadway, and the sales this year will amount to $275,000. The factory is located on Third street, between Wells and



Cedar, and runs back to Fourth street; the lumber yard and small buildings necessary to the factory occupying the space from Fourth to Fifth streets. The establishment employs at present 146 hands, and manufactures 300 trunks, to say nothing of valises, per day; but just now, additions of such size have been built, that 250 hands will be employed. It is now the largest establishment of the kind this side of the Atlantic coast. The firm has a capital of $175,000 invested in its business property. Its lumber-yard contains at present 2,000,000 feet of lumber, it being necessary to carry a large amount, owing to the length of time used in thoroughly seasoning all material used. A year since a new branch, the manufacture of traveling bags, the first in the west, was commenced on an extensive scale; at the present time 49 hands are employed in this department and double that number will be required as soon as the new addition to the factory is completed, and the necessary machinery for their manufacture has been received.

The manufacture is personally superintended by Chas. P. and Anthony V. Romadka; John M. attends to the business department. In addition to the Northwest, the firm sends its goods as far west as Denver and south to Texas.

Numerous other large planing mills are to be noticed, and among them that of W. Willer, established 1867, located in the Fourth ward. Excellent work is turned out here and the reputation and business of the mill is constantly increasing. Sash, Doors, Blinds, Mouldings, Stairs, Newels, Balusters, Railings, in fact everything pertaining to the manufacture of wood-work of buildings,

WILLER'S PLANING AND SAWING MILL.

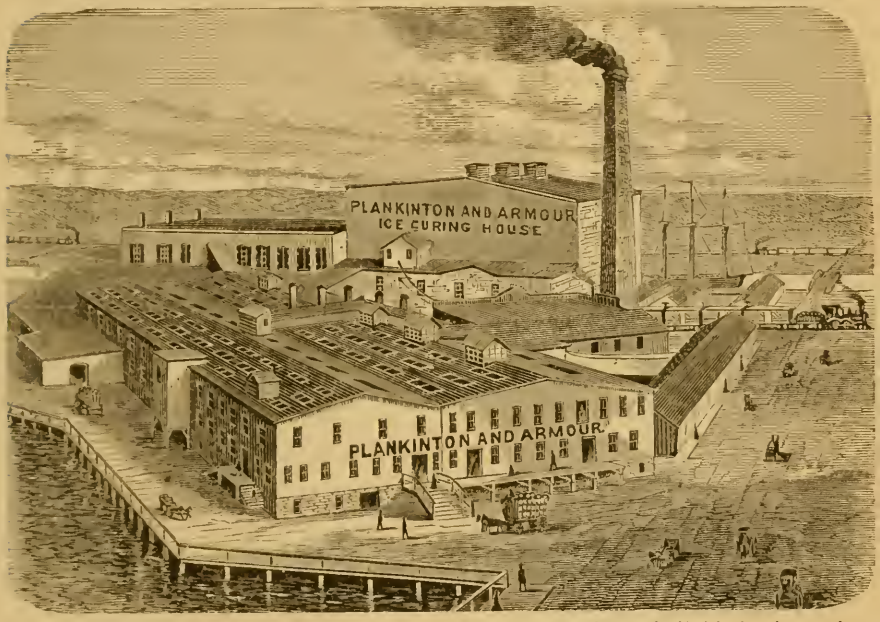
are turned out here. He makes a specialty of strictly first-class work; samples of the same are found in first-class buildings and residences of the city.

We have already mentioned the wholesale fancy goods and toy business of A. Meinecke & Co., and stated that their willow-ware goods were obtained

MILWAUKEE WILLOW WORKS.

directly from their factory, the "Milwaukee Willow Works." An illustration of this factory is here given. It is located on Mason, at the corner of Front street, just west of East Water. It is the only establishment of the kind in the Northwest, and keeps a large number of hands constantly employed.

Not by any means the least of Milwaukee's great industries is pork packing. The numerous establishments rank among the largest not only of the Northwest, but in the entire country, and the fame of them reaches to the Old World, whither a large share of their product goes for consumption. The largest pork-packing establishment is that of Plankinton & Armour, which has extensive branches in Chicago, (Armour & Co,) Kansas City, Mo., (Plankinton & Armour) and New York (Armour & Plankinton, commission.) The establishment here has a capacity of 4,500 hogs daily (killing and packing) and employs 400 hands. Every department is under competent supervision and the whole machinery of this immense business moves like clock work. A visit to the packing-house and examination of the wonderful rapidity with which live hogs are transformed into pork fit for shipment, will prove of great interest and impart much information. The visitor should watch the process from first to last: A live hog is swung up from the pen—a dextrous plunge with a knife destroys his life, he is plunged into a tank of scalding



water, taken out, scraped clean of bristles, cut open, cleaned, divided, trimmed and put into the ice-house, (in summer packing) from which place he is taken to the cutting-room and cut into packing proportions. It takes but fifteen minutes to transform a squealing hog into clean pork, awaiting packing. Formerly the packing season commenced in November and ended in March, but by the arrangement of ice-houses the season now extends through the entire year. Plankinton & Armour's ice-house is admirably arranged and holds from 7,000 to 8,000 tons of ice. A mammoth smoke-house is just being completed, adjoining the packing establishment. The reputation of this firm has extended throughout Europe, and meats packed in their establishment here can there be found. Our limited space forbids a thorough description of the business. The accompanying illustration shows it to be one of the very largest industries in the city, standing next to the rolling mills in point of magnitude. As shown in the cut, a branch track of the C., M.& St. P. road runs to the establishment, and a dock lies just behind the buildings, rendering shipping facilities the very best.

L. of C.

H. FRIEND & BROS.,
WHOLESALE
CLOTHIERS,
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Shirts AND Overalls,
Jobbers of Men's Furnishing Goods,
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MANUFACTURERS OF
BOYS'
AND MENS' CLOTHING,
321 and 323 East Water Street.

JAMES PETLEY, JR.,
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FINE SHIRTS
—) AND (—
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412 East Water Street.

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SUSPENDER MANUFACTORY.
WM. HERBST, Proprietor,
Office & Salesroom, 421 East Water St.,
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H. TILLMANN,
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SILK HATS,
(LATEST STYLES.)
424 & 426 East Water Street.

ADOLPH HAUSER,
Manufacturing Jeweler,
AND WATCHMAKER,
469 East Water Street.

H. SEIFERT. H. GUGLER. GEO. J. SCHOEFFEL.
THE
MILWAUKEE LITHOGRAPHING & ENGRAVING CO.
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Lithographic work in all its branches.

GEO. ZIEGLER,
MANUFACTURING
CONFECTIONER
3 and 5 Grand Avenue.

MILWAUKEE VINEGAR WORKS.
H. RIEDEBURG & CO.,
MANUFACTURERS OF
CIDER, WHITE WINE AND FRENCH WINE
VINEGARS,
324 Broadway.

H. BERTHELET & CO.,
MANUFACTURERS OF
CEMENT STONE SEWER PIPE,
3, 4, 5, 6, 9, 12, 15, 18 and 24 INCH BORE,
Office: 152 West Water St.; Factory: 650 Clinton St.

WM. FRANKFURTH & CO.,
Wholesale Hardware,
MANUFACTURER OF
Wire Screens and Sieves,
376 Third and 310 Chestnut Streets.

XAVER KOESTLER,
MANUFACTURER OF
Fire and Burglar Proof Safes,
BANK LOCKS AND VAULT WORKS,
277 West Water Street.

HERMANN PIETSCH,
Steam Copper and Brass Works,
Brewery, Distillery & Soda Water Apparatus,
Pietsch's New Impr'd Copper Beer Cooler,
275 West Water Street.

CHRIST. ANSTEDT,
MANUFACTURER OF
Leather, Findings, Tools,
Horse Collars, &c.,
Office, 203 & 205 West Water Street.
Will make any kind or size of collars to order.

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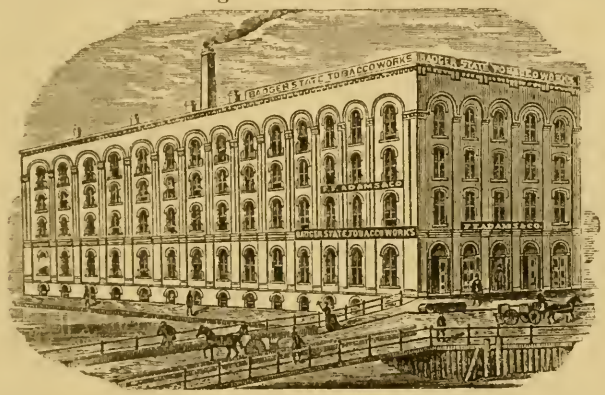
MANUFACTURER OF
Brooms AND Brushes,
And Dealer in Broom Corn and Seed,
Broom Handles, Wire, Twine, Machinery & Tools,
417 & 419 STATE STREET.

Aside from Milwaukee's woolen mills there are, in close proximity to the city, in every direction, many very large establishments of the kind. For example, at Waukesha, Cedarburg, Racine, Baraboo, Sheboygan Falls, Beaver Dam and other interior places are mills that do a very large amount of business and do it in a most creditable manner.

A great share of this material, as in the case of leather, is handled here and prepared for the market, thus necessitating a large business in that branch. Here again the city stands prominently forward, for about $4,000,000 are invested in the wholesale clothing business, an amount sufficient to place that department of trade among the largest in the Northwest.

We have discovered that to attempt a description of all the manufacturing interests of this great city is futile; our little volume would have to be enlarged and enlarged again to accommodate the new industries in that branch of business, constantly springing up. Every trade is represented, not only by the dealers, but by manufacturers; prominent, in their respective departments are those whose cards appear upon the preceding and a subsequent page.

Of the immensity of the wholesale tobacco business of Milwaukee probably the reader has no idea. Numerous large establishments, some of them employing 250 men, are kept in constant operation, and the volume of general business is greatly increased thereby. The largest tobacco house in the city is that of the Badger State Tobacco Works, F. F. Adams & Co. proprietors, whose roomy, convenient building is located on Clybourn street at the west end of Huron street bridge. The business was established in 1847 and



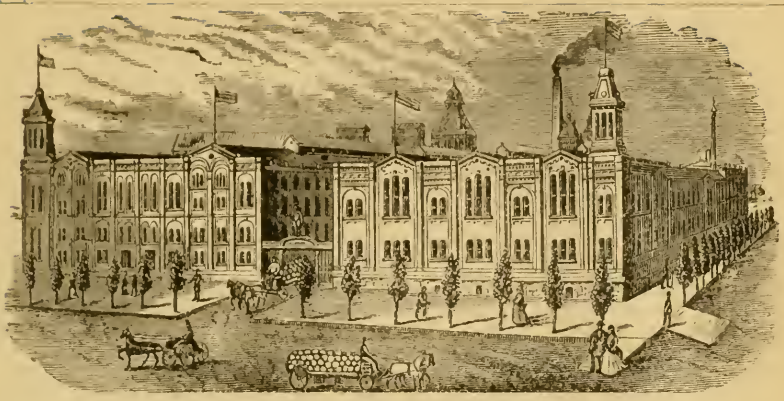
BADGER STATE TOBACCO WORKS.

in 1864 the present firm (F. F. Adams and Henry F. Avers) purchased the building on this page and enlarged it to its present capacity, 60 feet front by 200 feet deep, four stories and basement. The size of the building, all used in the manufacture of tobacco, gives the reader some idea of the heavy business transacted. The favorite brands manufactured by the firm are, in smoking tobacco: Peerless, Excelsior, Standard, Dexter, and Old Tom; and in chewing tobacco, Aromatic, Moss Rose, Pride of the West, and Ambrosia. As figures speak considerably louder than mere general description, we will state that during 1876 F. F. Adams & Co. paid internal revenue taxes on the manufacture of the above brands, to the amount of $411,000. This enormous tax is in itself, perhaps, the very advertisement the firm could desire, for it shows in cool cash the extent of the business of this enterprising, straight-forward house. The proprietors are agreeable gentlemen and it is a pleasure to record their great success. Energetic, popular, always ready and willing to accommodate, we are not surprised at their increased patronage.

Ed. Aschermann & Co., manufacturers of fine cigars, of this city, have demonstrated that a commodity which it was believed the East alone could furnish, can be manufactured successfully in our Western cities. In 1859 Mr. Ed. Aschermann commenced to manufacture cigars and continued in a modest way until about 1864 when more men were employed. From that time forward the most earnest efforts were made by the firm to establish a name and fame for their goods, and the proof of success is furnished by the fact that workmen were added until their force numbers now 250 men. Their building (100 feet front) is occupied entirely by factory, office and shipping

rooms. From a few thousand they now manufacture over seven millions a year, paying an annual revenue to the United States of $42,000, and their pay-roll averages $2,000 per week. Every grade of cigars is made and tastefully packed at their large factory. Heavy dealers throughout the states of New York, Ohio, Indiana, Illinois, Kentucky, Tennessee, Missouri, Texas, Iowa, Minnesota, Colorado and Nebraska, who formerly supplied themselves from New York city, now look to the above firm for their wants, and none of them have cause to regret it.

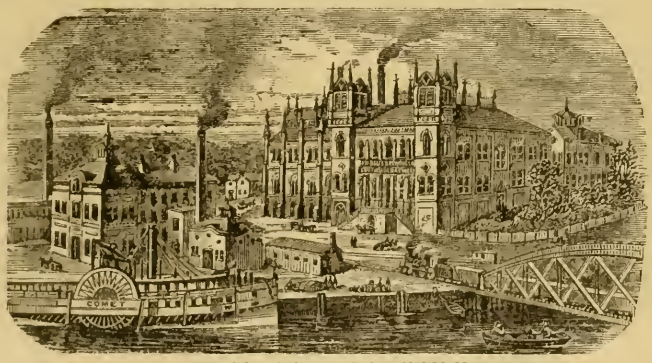
The renown of Milwaukee lager beer, we may say, throughout the world, renders it unnecessary for us to state to the reader that the manufacture of beer is one of the most important industries of the city. There are, in Milwaukee, 18 breweries, having invested a capital of $4,000,000, and each year



THE EMPIRE BREWERY.

sees additions to the capacity for manufacture, shown to be necessary by the demand. Milwaukee lager beer, in Eastern cities, is held at special figures, being considered a superior article, and even from Europe orders are constantly received and filled. Indeed, the excellence and purity of the beer manufactured here has improved the manufacture of the article throughout the country; to compete with the brewers of this city the brewers elsewhere were compelled to furnish the best possible.

In 1840 the first German brewery in Milwaukee was established by a Mr. Reutelshoefer, on the South Side. The establishment passed through several hands and finally became the property of the "Phillip Best Brewing Co.," the largest in the city, owning this and another one on the West Side. The



THE SOUTH SIDE BREWERY.

business started from a small beginning, Jacob Best, Sen. having established a little brewery on Chestnut street, in 1842. About 1853, Phillip, his son, became sole proprietor. Subsequently the "Phillip Best Brewing Co." was established with Capt. Fred Pabst as President, Emil Schandein as Vice-President and Chas. Best, Jr. as Secretary.. The handsome buildings are shown in our illustrations. About 250 men and 25 teams are used in the daily conduct of business and branch offices are located in Chicago, New York and Philadelphia.

The amount of malt consumed by this firm in 1876 was 344,126 bushels, while during the same time 246,657 pounds of hops were used. The product certainly shows that both were well used. The present method requires a large consumption of ice. There were stored in the ice-houses of the Empire

brewery not less than 2,669 cords of ice in 1876, while their ice-houses on the South Side and their brewery on that side contained about the same amount. The amount of beer brewed during 1876 was 128,427 barrels.

Another extensive establishment is that of the Jos. Schlitz BrewingCo., ranking next in size to the one above mentioned. In 1849 August Krug started a very small brewery on Chestnut street, and in the following year constructed the first beer-vault on Third street, near the corner of Walnut. The capacity was about 250 barrels, and the annual business, up to 1855, amounted to only $1,500. In 1856 August Krug died and Joseph Schlitz took the business in hand, and so successfully carried it forward that in 1865 the sales amounted to 4,400 barrels, in 1871 12,381, in 1873 49,623, while in 1876 the company sold 78,206 barrels. In 1870 and 1871 the present huge brewery, occupying the entire block bounded by Second, Third, Walnut and Galena streets was erected, and employment is now furnished by it to 150 men, while 40 horses are constantly needed for transportation. This brewery manufactures the very best of beer and has won a very enviable reputation. Officers of the Co. are Henry Uihlein, Pres., Aug. Uihlein, Sec., Alf. Uihlein, Supt.

Our space will permit mention of but these two largest establishments but hey can be taken as mere examples, the others being deficient only in comparative size. In 1865 the sales of all breweries amounted to 65,666 barrels; in 1870, 108,845; in 1871, 142,000; in 1872, 225,159; in 1873, 260,120; in 1876, 304,748.

THE JOSEPH SCHLITZ BREWING CO'S ESTABLISHMENT.

The first shipment of beer in bulk to New York City was made in 1852 More recently an important feature was added: the bottling of beer, and this branch has grown to very large proportions. While private individuals made a business of putting up beer in bottles for local consumption, to V. Blatz a prominent brewer of this City is due the credit of inaugurating the idea of bottling beer for shipment In a short time thereafter the leading establishments were supplied with the latest beer-bottling machinery, and to-day they have a capacity of bottling from 60 to 80 barrels of this favorite beverage. This renders the matter of transportation a very simple one and all over the world, in very fact, can be found Milwaukee lager beer. Recently orders even from Australia have been filled, and other Pacific islands have forwarded their request for the famous bottled Milwaukee lager.

The establishments in which this extensive branch of the beer business is carried on, in connection with these two large breweries above described, are separate from the breweries themselves, although located conveniently near. Voechting, Schape & Co bottle Schlitz's beer, exclusively, and a building 50 by 130 feet is necessary to accommodate their machinery and working-room.

The "Phillip Best Brewing Co.'s" beer is bottled solely by Stamm & Meyer, who also have a large building supplied with the very latest improvements in the necessary machinery and other conveniences.

Messrs. Davidson & Sons, proprietors of the Milwaukee Steam Marble Works, located at 137 to 147 Third street, can well feel proud of the manufacturing and wholesale business they have established in Milwaukee during the past six years. A practical knowledge of their business, combined with energy and perseverance, has built them up a trade reaching from Texas to California.

During the present year they have established, in addition to their works at Milwaukee, a large mill and wholesale yard at Chicago, and can justly claim to be the largest dealers west of the quarries.

They have in their mill at Milwaukee the most approved machinery for working marble, which enables them to successfully compete with Eastern

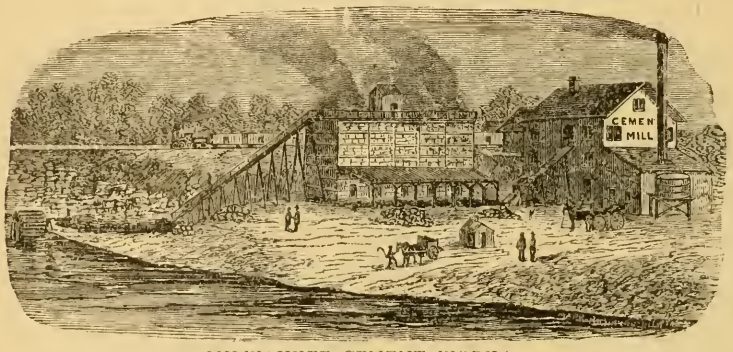
DAVIDSON AND SONS MARBLE WORKS.

manufacturers for some of the largest contracts in the country. The facilities for furnishing granite work, also, are such as to secure them the contracts for putting up some of the largest and most expensive jobs in the Northwest. Their wholesale yards, both at Chicago and Milwaukee, are kept well stocked with all the different kinds and grades of domestic and foreign marbles, which enables them to fill all orders promptly.

While their aim has been to establish a business that shall be large and prosperous, and return an honest compensation for their labors, they have never deviated from the course they marked out in starting, namely, to furnish the best quality of work for reasonable prices, and the rapid growth of their business bears ample proof that their efforts have not been in vain.

Allusion was made on page 34 of the Milwaukee Cement stone quarry, on the Milwaukee river. In superficial area it covers between one and two hundred acres, with a depth of indefinite extent. The manufacture of cement commenced as soon as the first kiln was completed, about the first of July, 1876. Two additional kilns were constructed before November, and between 20,000 and 30,000 barrels of cement were manufactured and sold before the close of last season. Since that time two large warehouses have been constructed and other improvements made, and still another kiln erected, increasing the capacity of the works to nearly 500 barrels per day. The mill, kilns and other works of the company are modeled after the most approved plans with reference to perfection of manufacture, and are conveniently accessible from three trunk lines of railway passing the vicinity.

The strength value of Milwaukee cement has been established, in a practical way, by nearly or quite three thousand individual tests, conducted under the direction of D. J. Whittemore, for many years past Chief Engineer of the Chicago, Milwaukee & St. Paul Railroad, and other gentlemen of practical character and scientific attainments. These several tests show its superiority as regards the average tensile strength, breaking strength, crushing strength and greater adhesion to brick over all hydraulic cements without exception.



MILWAUKEE CEMENT WORKS.

Of great importance as this cement would prove to the interests of any city, particularly is it to Milwaukee in conjunction with the other building materials which nature so abundantly furnishes almost to the hand of the builder. In addition to the extensive and famous brick-yards, (before mentioned) which manufacture the cream-colored brick so largely entering into building operations in this city, there are, in close proximity to the city limits, numerous stone-quarries and lime-kilns, supplying material not only for local consumption but for shipment to Chicago and other points. The point we wish to bring out particularly here, is that Milwaukee herself affords the material with which to build a city. These various articles have entered into the construction of the residences described in the first portion of this book—the business-part, described in the second portion, and the manufactories, which we have just described, and we deem it of peculiar interest and value to specially call the attention of the reader to the fact, here. The cement rock, described above, was the only lacking requisite for many years, and its discovery made Milwaukee independent and noticeably rich in the way of construction material.

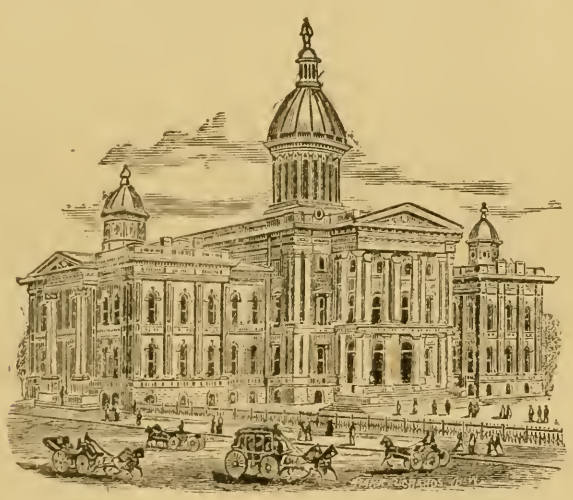
Having thus, as fully as our space would permit, carried the reader through the life of the city, in its several departments, it is fitting, as a closing chapter, to treat of Milwaukee as a corporation, to still further prove the assertions scattered throughout this pamphlet, that we are a favored people.

CITY GOVERNMENT—PUBLIC & PRIVATE INSTITUTIONS.

Municipal Affairs.

The government of Milwaukee as a city is under direct control of a Mayor and Board of Aldermen and their subordinates. The various departments necessary in a corporation as large as this, are responsible to the Board of Aldermen, whose approval is necessary to ensure legality of any proceeding. The county of Milwaukee is under separate control, viz: a Board of Supervisors, composed of one member from each ward of the city and each town in the county; the functions of the two Boards are entirely different, in no wise conflicting with each other.

The Board of Aldermen consists of three members from each ward, making 39 members, so elected as to time that there always remains a two-thirds number of experienced members. This body has the supervision of everything pertaining to the city, the levying of taxes, improvements, etc., etc. The President of the Board is the Acting-Mayor during the absence of the



THE COURT HOUSE.

Mayor. The Mayor, Comptroller, Treasurer, Attorney and Aldermen are elected by the people; the others appointed by the Mayor, confirmed by the Aldermen. The Board of Public Works is the executive branch of the Board of Aldermen, carrying out the suggestions made in the Council Chamber. It consists of three members, with the City Engineer as ex-officio member and President. This body has supervision of the water-works, having taken them from the hands of the water commissioners upon their completion, the commissioners (who were appointed but for a time) being relieved from further duty.

The safety of the city is looked after by a police and fire department, each deserving special commendation for its efficiency. As to police service, it is a matter of record that no place of the size has so small a per cent. of crime—and as to fire service, the reader can imagine the efficiency of the department when we state that insurance risks have decreased here, and that in certain months the total loss by fire has not exceeded $75 per month. The

PLANKINTON HOUSE,

(Illustrated on Page 79,)

H. B. SHERMAN,

PROPRIETOR.

The "Boss" Hotel of the Northwest.

E. TOWNSEND MIX,

ARCHITECT,

DESIGNER AND CONSTRUCTIVE SUPERINTENDENT OF MITCHELL'S BANKING BLOCK.

The Northwestern Mutual Life Insurance Building. "National Home" for Disabled Volunteer Soldiers.
Immanuel Presbyterian Church. Plankinton Hotel.
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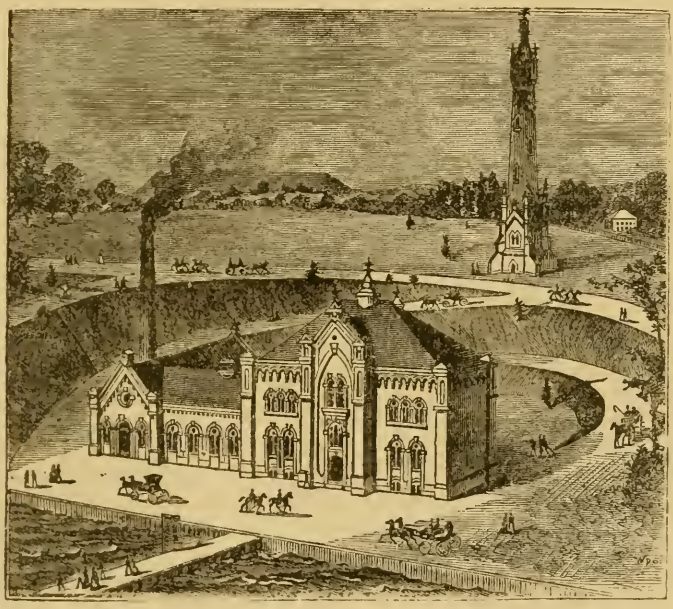
will do well to correspond with us before ordering engraving.

We refer to the illustrations in this book as samples of our work.

department is supplied with an alarm telegraph extending over the entire city, and with the latest patterns of fire-steamers, including one self propeller. The water-works afford almost absolute protection against fire, for so great is the pressure (50 to 60 pounds) in the lower portion of the city, that a hose, merely attached to any of the hydrants, will force a stream of water to the top of the highest building in the city. The efficiency of the Fire department may also be inferred from the following table showing the number of fire alarms and losses during the past three years :

In the Year.	Alarms.	Losses.	Insurance.
1874	165	$81,751	$271,200
1875	170	42,065	473 875
1876	139	24,453	91,490
Total :	474	$148,269	$836,565



WATER WORKS AND RESERVOIR.

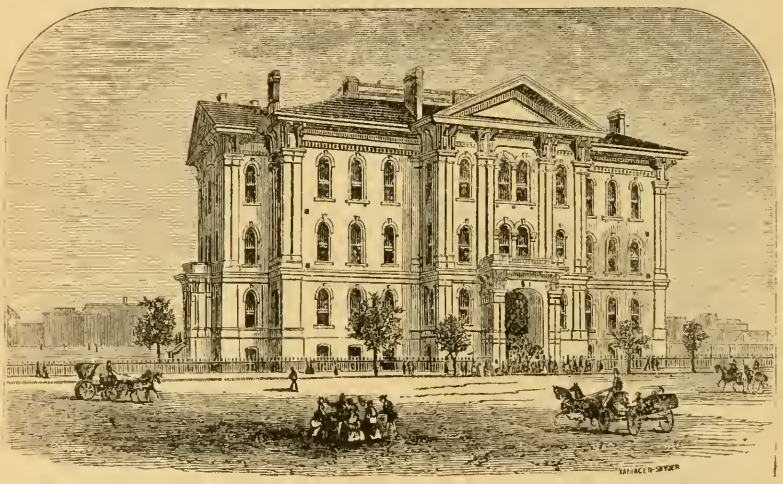
Of the water-works (an illustration of which will be seen here) a separate mention should be made. The pumping engines (two, of immense power and great beauty) are located upon the shore of the lake, as shown in the engraving; the supply comes from the lake by means of a pipe laid upon the lake-bed to a great distance out; the water is forced by the engines to the stand tower, (an elegant structure 205 feet high) and thence to the reservoir on the west side of the city (shown in the engraving.) This reservoir is upon land donated to the city by Byron Kilbourn, and seems made for the purpose, inasmuch as it is the highest point within the limits, thus affording strong pressure. The works were completed two years ago, at a cost of about $2,000,000, and are already a source of revenue to the city, having more than paid the interest and running expenses from the commencement. The reservoir will hold 20,000,000 gallons, and is so compactly laid with stone work,

imbedded in the hill, that no danger exists from breaks or leaks. The water-power afforded by the works is largely utilized in running motors, elevators, etc., throughout the city.

With all these improvements (water-works, sewer service, pavements, etc.,) the taxes in the city have never been exorbitant, but, now that they are complete, a marked reduction is recorded each year. This is a fact worth noticing by those looking about them for eligible location. Milwaukee's improvements are made; the taxes are being reduced; property is yet remarkably cheap in comparison with the advantages; what more can one ask ?

Fish Breeding.

One of the most entertaining sights in the city is the State Fish Hatchery, located in the engine building of the water-works. The object of this department is, as implied by its name, to cultivate fish, particularly the white fish and lake trout. Appropriate departments have been laid out and, in the season, the fish-spawn is gathered and the eggs hatched, in water kept at a certain temperature, to equal that of the lake. Nature provides sustenance for the myriads of tiny fish, for two months after the eggs are hatched, by



JUNEAU SCHOOL.

means of the sac, and at the expiration of that time, they are conveyed to the lakes selected for their reception. Millions of them are deposited again in Lake Michigan, it having been found necessary to resort to these artificial methods, inasmuch as the spawn, as deposited by the fish, naturally, is largely destroyed before the season of hatching.

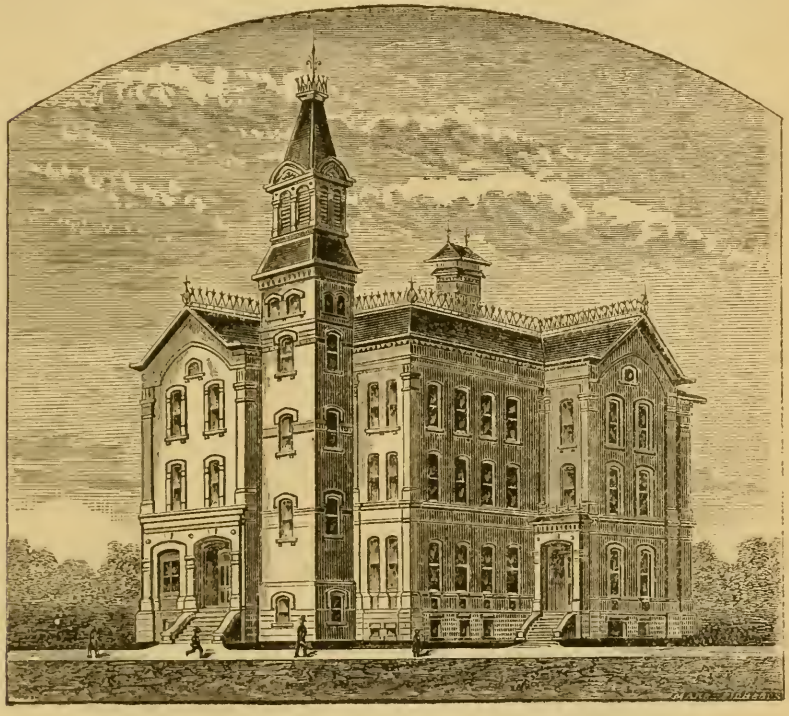
The Public Schools

of the city are 21 in number, under control of a Board of School Commissioners consisting of two from each ward, appointed by the Board of Aldermen, from whom the Commissioners acquire the funds for the maintenance of the system. As shown by the accompanying illustration the school buildings are ornaments to the city, and their construction is as carefully watched in the interest of convenience and ventilation as of beauty.

The average daily attendance upon the public schools of the city is about 9,500, a very handsome showing, and one that speaks volumes for the future character of the place. The course of examination of teachers is very thor-

ough, and after careful study of the system parents very gladly avail themselves of the advantages offered for their children. It is proper to state here that the French commissioner to the Centennial celebration, sent especially by his government to examine the public school system, expressed the greatest gratification at the thoroughness and completeness of the graded system in use in Milwaukee, and the results. The engraving on page 110 is of the First District School, in the First Ward. All of the latest improvements are found here, and the interior is as complete and attractive as the reader can see the outside is.

The matter of heat and ventilation has occupied the attention of the School Superintendent and Commissioners very much, and in the Thirteenth District school building, an illustration of which is here given, the subject has been practically settled. The ventilation is perfect, for which Messrs. H



THE 13th DISTRICT SCHOOL.

C. Koch & Co., the architects, are to be thanked. The new building in the Fourteenth District, on Eighteenth street, also planned by Koch & Co. speaks volumes for their ability.

We have mentioned the daily attendance at the public schools as being 9,500; but the total number of pupils enrolled last year was 13,871, according to the official statistics. And this year the number already shows a proportionate increase. There are employed 197 teachers, 46 male and 151 female. The High School affords opportunity for the advanced branches and a "Normal School" gives those intending to make teaching a profession the desired information. In each school a teacher of the German language is employed, and this language is taught with marked success.

H.C. KOCH & CO., ARCHITECTS,

MILWAUKEE. WIS.

are among the most practical and skilled in their profession, not only in the city but in the entire northwest. A large number of residences, manufactories and several of the finest public buildings in the State bear testimony to the practical skill and knowledge of the firm.

Among others, special attention is called to the Hospital for the Insane at Oshkosh, with its admirable arrangements for heating and ventilation—pronounced by authorities the best in use. Other noticeable structures, planned by this well-known firm are the new University Buildings in Madison, the Court House in Racine and very many churches throughout the state, among which should be mentioned Calvary Church in this city, a beautiful structure with a spire 230 feet in height.

As architects for public school-buildings H. C. Koch & Co. are acknowledged to be leaders, not only in this city and state, but in other states, as was shown by the fact that they secured the contract for constructing the school-building at Mt. Pulaski, Ill., over 74 other architects, representing nearly every state in the Union.

The firm will furnish plans for all classes of buildings, giving the same attention to the details of the smallest residence that is given to the most elaborate structure. Consultation personally or by correspondence is solicited and every effort to give satisfaction will be made.

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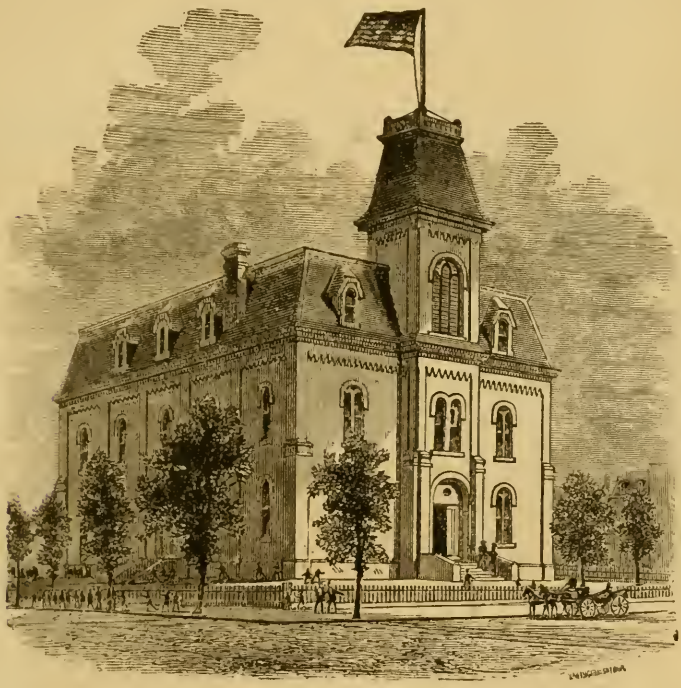
DR. C. E. HOUGHMAN, Box 60, Milwaukee, Wis.

An illustration of the High School building is given. This was built for and has been in use as an academy for young men and was known as the "Milwaukee Academy," a very excellent institution. But the advantages offered by the public schools of the city were so complete that parents saw no necessity for giving their sons private instruction and accordingly the Academy discontinued and the city has just purchased the property for use as a High School. In the High School, not only are taught the higher and advanced branches of ordinary common school studies, but the languages, ancient and modern. A complete academic course is furnished, under the best instructors, and it seems that very many of the reasons which led to the establishment of private schools are therefore done away with. The public schools are offering all of the advantages of private schools, and are very carefully



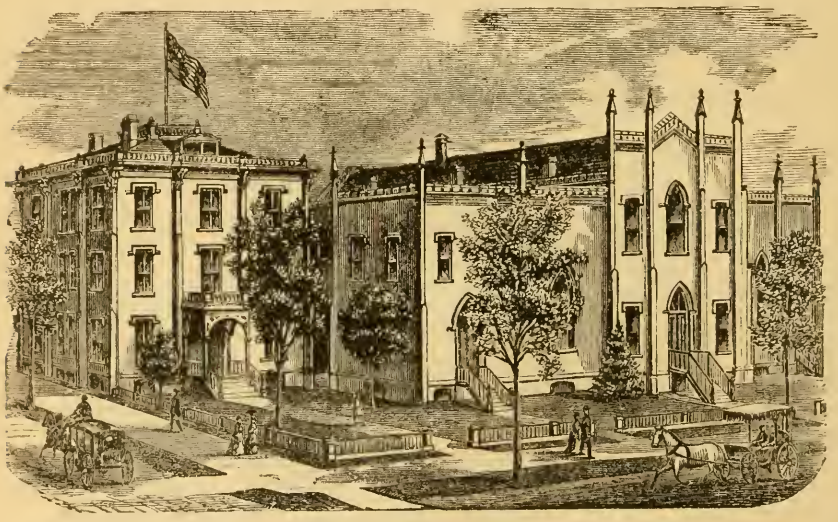
HIGH SCHOOL BUILDING.

watched and each chance for further improvement noted and acted upon immediately. As a consequence it is not surprising that private schools are growing fewer in our city.

Our German fellow-citizens early interested themselves in educational matters, but not being entirely satisfied with the manner in which the public schools were formerly conducted, established several institutions of learning to the more completely meet their views. Thus the German and English Academy, the West Side High School and South Side High School were established. In after years, however, when the public school system improved they became equally interested, and so we find that the latter two schools mentioned have, like the Milwaukee Academy, passed into the hands of the city—thus furthering our assertion that the private schools are gradually being abandoned.

Milwaukee College deserves an honored place among the institutions which render this city attractive. It is devoted to the higher education and to the liberal and thorough culture of women, and can point with pride to the twenty-five classes of graduates who are speaking its praises from Massachusetts to California. The college is keeping pace fully up with the recent progress of the city, and this is due in no small degree to the untiring energy and devotion of Prof. Farrar. He was called from Vassar College to Milwaukee three years ago, and so great has been the confidence inspired by his management that $22,000 have been raised and expended on improvements, even in these hard times. The President is now supported by an earnest and able corps of sixteen instructors, graduates from some of the best institutions in our country.

The equipment of libraries, apparatus and other facilities are now, for purposes of instruction, second to those of no college in the West; among the recent acquisitions may be mentioned a fine observatory with good equatorial and



MILWAUKEE COLLEGE.

transit telescopes, and all needed appliances for practical astronomy. In fact, the sciences receive unusual attention in this college, the laboratories of chemistry and physics are fully equipped, and the cabinets of geology, zoology and mineralogy are well started and rapidly filling up with choice specimens. The apartments for study, lectures and recitations are spacious and elegant far beyond what the plain exterior would indicate.

While these important subjects are thus cared for, the claims of art, grace and aesthetic culture are fully recognized. The success of President Farrar in this direction is shown by the Art and Science Class, composed of more than fifty ladies of the city, who meet each week at the college for instruction and discussion. The regular attendance has in the last three years grown from 100 to nearly 300.

Any one visiting the various departments in actual every-day work, and the systematic but pleasant family life in the College Home easily learns why Milwaukee College is so rapidly advancing and becoming the leading Female College of the West. All friends of good education rejoice in its prosperity.

National

Business College

MILWAUKEE, WISCONSIN.

This Institution offers superior facilities for preparing young and middle aged men and women for the counting-room and business pursuits. For circulars or information address — Robert C. Spencer.

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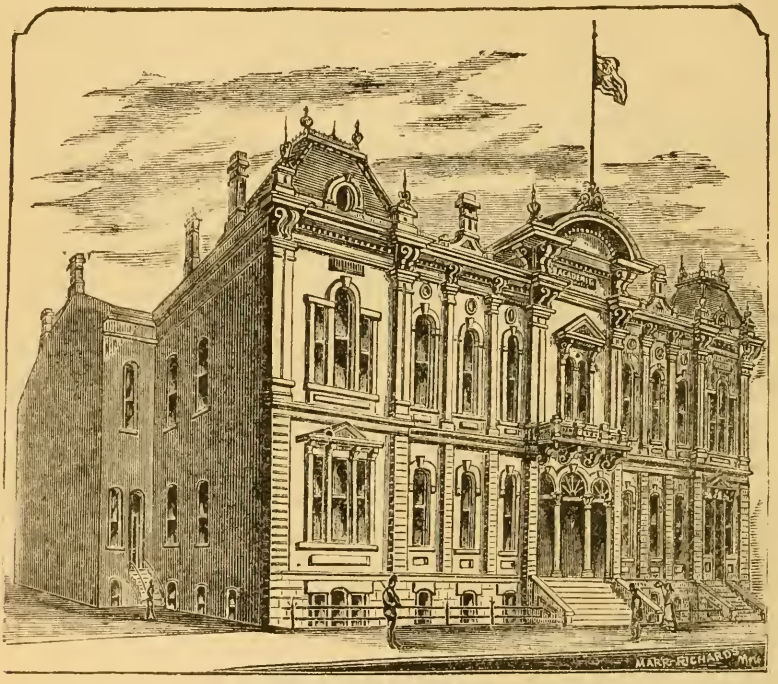
This new building has been expressly constructed for the accommodation of patients afflicted with diseases of the Eye or Ear and has room for about forty. No expense has been spared to furnish it with every modern convenience.

It is the only institution of the kind in the state with which regular or graduated physicians are connected and for references it refers to all the prominent physicians of Milwaukee and many throughout the state.

At 3½ o'clock P. M. each week day a large number of poor people are treated here gratuitously. This institution is doing a great deal of good.

In the matter of general amusements and entertainment Milwaukee has many attractions. The theatres are open during the season and supplied with the best organizations before the public. No permanent English-speaking company is retained here, but two German companies are permanently engaged. The accompanying engraving shows the elegant Academy of Music, not only the handsomest theatre in the city, but one of the finest in the country. It is the property of the Milwaukee Musical Society, an organization formed 28 years ago under the leadership of the celebrated Hans Balatka. The society increased rapidly in membership as well as proficiency and was not long in making a name for itself that became known in European musical quarters. During its existence it has, with great effect, given several operas, and competent critics refer with pride to the fact that very few travel-



THE ACADEMY OF MUSIC.

ing and famous combinations have ever given the same operas with greater success. Chiefly through the efforts of this society has the city gained its reputation for musical culture. In 1860 the society erected the elegant hall shown in the engraving, at a cost of $75,000. Within the past few years it has been completely renovated and improved, and is now, as before stated, one of the most thorough and attractive theatres in the country. The Grand Opera House, on Oneida street, is also a very handsome theatre.

In the way of out-door entertainments should be mentioned the park of the Milwaukee Rifle Club (supplied with 800, 900 and 1000-yard ranges), the Shooting Park on Third street, the Milwaukee Base Ball Club park at the western limits of the city (where the best ball-players in the country frequently meet), the Milwaukee Athletic Association's park in the northeastern part of the city in the First Ward, and the several boating clubs. There are numerous parks and gardens, also, for entertainment and recreation.

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Manufacturer of all kinds of
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☞ Cash advanced on consignments. ☜

If the number of papers published in a community is evidence of the intelligence of the people, Milwaukee may with great justice lay claim to remarkable intelligence. There are published in this city 9 daily papers (with weekly editions), a number of weekly papers, also several monthly publications and magazines, with the usual sheets for the stage and concert room.

We have already mentioned that the first paper published in Milwaukee was the Advertiser, Hon. Daniel Richards publisher. The successor to this journal is the present Evening Wisconsin, therefore the oldest paper of the city. In 1837 the Sentinel was established, which continued with varying success until to-day it ranks among the best papers of the states. The Sentinel was followed by the Banner (1844), News (1847), See-Bote(1852), Corsar (1854), of which the Herold is a lineal descendant. The English daily papers now published are the Sentinel, Evening Wisconsin, News and Commercial Times; the German dailies, Herold, See-Bote, Banner, Germania and Socialist.

At Milwaukee the first co-operative (patent inside) newspapers were printed, A. J. Aikens, one of the proprietors of the Evening Wisconsin, being the originator of the plan.

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—AND—
JOB- PRINTING HOUSE.

The Herold was established in 1861 by W.W. Coleman, who with but limited means, determined to achieve success by application to business, energy and perseverance. None ever worked up the problem of *"How to secure circulation"* more thoroughly, systematically and successfully than the publisher of the Herold. Although the junior of other influential papers in Wisconsin, it outranks them all in point of circulation, its weekly editions being larger than those of any German paper published outside of New York city.

The Herold building is centrally located within two blocks of Post-office, Chamber of Commerce, principal banks, hotels and courts. It is fitted up in modern style, and has ample accommodations for the increasing business of the Herold and other publications issued therefrom. The counting, editorial, composing, press and mailing rooms are among the finest to be found anywhere and well worthy a visit.

THE MILWAUKEE HEROLD.

Published Daily, (Sundays incl'd.) Largest Circulation of Milwaukee Daily Papers

THE WEEKLY HEROLD.

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Devoted to Art, Natural and Industrial Sciences, Geogr. and Hist. Knowledge.

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THE GERMAN AGRICULTURAL AND HORTICULTURAL JOURNAL.

This is the only original German paper published in the States devoted to Agriculture, Horticulture, Stock Raising, etc. Circulation a fraction less than 20,000. It is mailed to every state of the Union.

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No better proof of the extensive, constantly increasing circulation of the Herold publications or of their value to advertisers is required. Correspondence solicited. Address:

W. W. COLEMAN, General Manager Herold Company, Milwaukee.

INDEX.

	Page.
Adams & Co., F. F	101
Anson Bros	50
Anstedt, Chr	100
Aschermann & Co., Ed	102
Atkins, Ogden & Co	56
Ball & Goodrich	48
Banks and Bankers	44
Barber, Edward	112
Bartlett, E. W	115
Bach's Orchestra	117
Bayley & Greenslade	92
Berthelet & Co	100
Best Brewing Co., Philip	103
Biersach & Niedermeyer	92
Bishop, A. V	40
Blair & Persons	58
Boardman & Son, E	40
Bode, Gustavus	78
Bosworth & Sons, H	46
Bradford, Jas. B	68
Bradley & Metcalf	95
Brand & Co	92
Brick, N	78
Brigham, Chase & Co	117
Cassel, Peter	117
Chapman & Co., T. A	71
Chapman & Son, Silas	117
Cook & Hyde	117
Davidson & Sons	105
Dohmen, Schmitt & Co	53
Douglas, Jas	20
Durands, Robinson & Co	48
Denman & Co	67
Dutcher, Collins & Smith	50
Eisen & Co., H. L	100
Elmore & Co., R. P	80
Eviston, John	94
Filer, Stowell & Co	90
Fire Ins. Co., (Watertown)	120
Folsom & Son, C. A	82
Frankfurth & Co., Wm	85-100
French, D. D	66
Friend & Bros., H	100
Goll & Frank	53
Goodman, W. E	74
Goodman & Mooers	91
Goodyear Rubber Co	57
Hamilton & Co., C. H	56
Hamilton & Co., W. S	70
Harrison, S. A	24
Hauser, A	100
Heller, Louis	117
Hempsted, H. N	68
Hennecke & Co., C. H	52
Herbst, Wm	100
Hermann & Co., Chas	117
Hoffmann, Billings & Co	93
Houghman, C. E	112
Ilsley & Co., F. S	92
Jalass, H. V	117
Jewett & Sherman Co	65
Johnson & Co., B. J	82
Kane, A. L	66
Kern, J. B. A	86
Kiewert & Co., Emil	53
Koch & Co., H. C	112
Koestler, X	100
Landauer & Co	64
Lando, Julius	74
Laverrenz & Bro., Otto	117
Lemke, A. F	100
Life Insurance, Gen. Agts	120
Lindsay, E. J. & W	54
Loeffelholz & Co., A	117
Mack & Co., H. S	60
Mann, Beals & Co	55
Manville, H. S	64
Meinecke & Co., Ad	55-98
Milwaukee Cement Works	106
Milwaukee Dock Co	117
Milwaukee Iron Co	89
Mil. Mech. Mutual Ins. Co	75
Minerva Iron Co.'s Furnace	88
Mix, E. T	108
Mullen Bros. & Co	60
Marr & Richards	108
Nazro & Co., John	50
Newhall House	108
Niedecken & Co., H	60
Norris & Co., G. D	88
Northwestern National Ins. Co	59
Northwestern Mut. Life Ins. Co	61
Packard, O. L	80
Patton & Co., J. E	52
Peacock, S. F	117
Petley, Jr. James	100
Pfister & Vogel Leather Co	95
Pierce & Co., A. J. W	40
Pierron, W & S	117
Pietsch, Hermann	100
Plankinton & Armour	99
Plankinton House	108
Poposkey & Van Horn	78
Preusser & Bro., Christ	74
Pritzlaff, John	80
Produce Commission Merch'ts	40
Rice & Friedmann, J. H	55
Riedeburg & Co., H	100
Ramien & Bro	117
Romadka Bros	97

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Sanderson & Co., Ed..... 86
Sanger, Rockwell & Co..... 96
Schlitz Brewing Co., Jos..... 104
Seaman & Co., A. D..... 72
Seifert, Gugler & Co..... 100
Shadbolt & Boyd..... 54
Sherman, W. H..... 66
Sherman, Bell & Co..... 117
Sherman House..... 33
Siloam Mineral Springs..... 66
Simonds & Brooke..... 58
Singer Sewing Machine Co..... 70
Singer Bros. & Benedict..... 100
Smith, Roundy & Co..... 46
Spencerian Business College..... 115
Stanley & Co..... 70
Stark Bros..... 70
Stirn, M. A..... 68
Storm & Co., C. E..... 64
Straw, Ellsworth & Co..... 64
Sweetland, C. H..... 66
Strueder, W..... 117

Tesch, J. H..... 24
Thompson, Jas. P..... 117
Thompson, John..... 117
Tillmann, H..... 100
Trimborn, W..... 117

Wall & Bigelow..... 117
Webster Bros..... 82
Wechselberg, Brown & Co..... 82
Weigel, A..... 117
Weil, Benj. M..... 108
Welles, J. C..... 74
West & Co..... 57
Willer, W..... 98
Wisconsin Leather Co..... 95
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PREFACE.

In compiling this pamphlet, the writer has aimed at facts rather than elegance of diction, the brief space allotted him rendering it impossible to do otherwise than decide between the two. An effort has been made to give a general outline of Milwaukee in its social, business and corporate relations, for the benefit of those whose knowledge of the city has been gained merely from casual business connections—and a thorough perusal of the work is asked, for, scattered all through the pages will be found interesting nuggets of information, sometimes hidden in apparently out-of-the-way places. It is patent that in such limited space, but the barest mention of Milwaukee's vast business interests could be made—therefore generally one manufactory, one firm, one industry has been made to represent the whole class. A careful examination of the facts set forth will show even old residents of Milwaukee that the half of her greatness has never been told.

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